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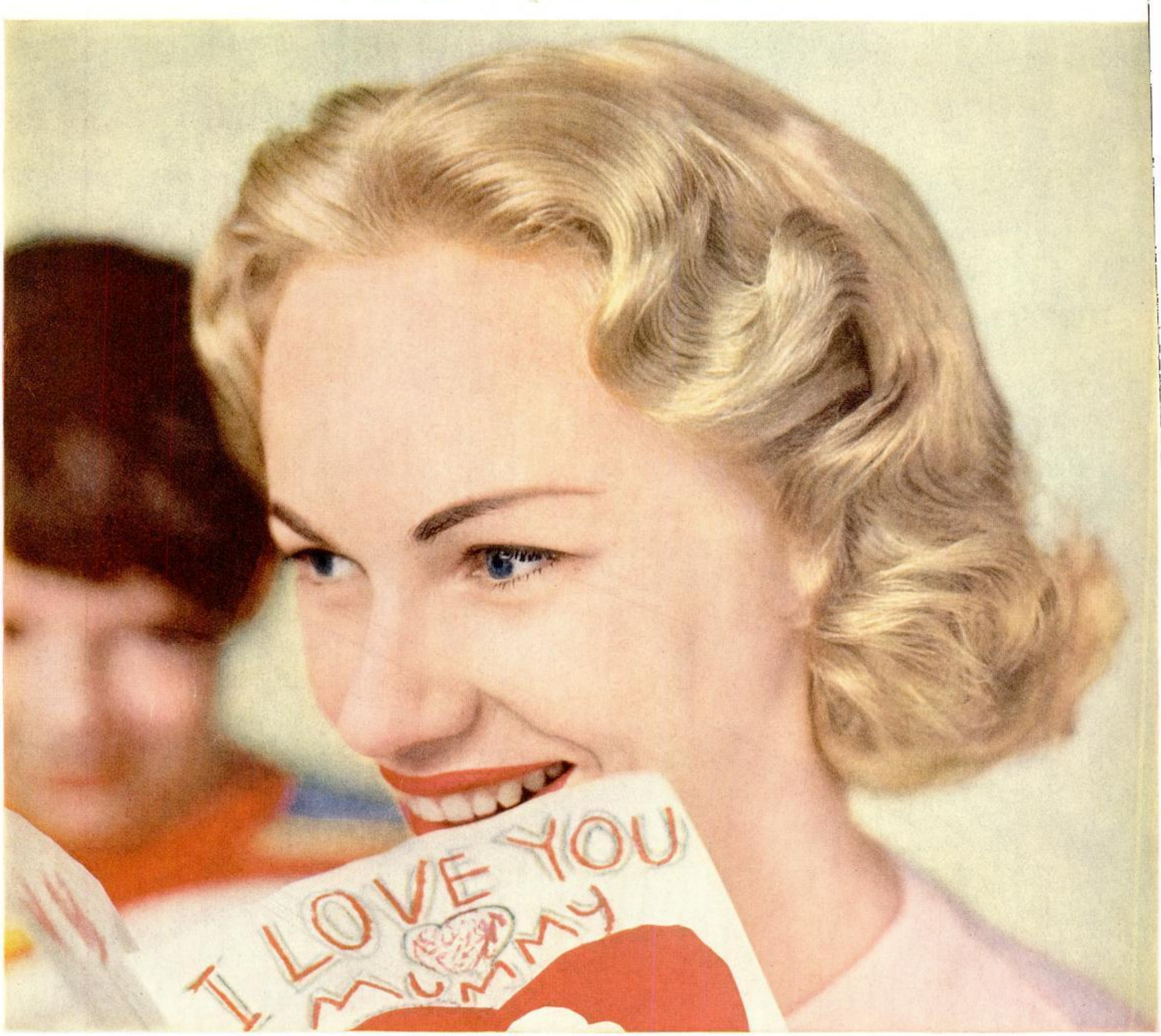
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PREVIEW OF TV 'MAYERLING'

20 CENTS

FEBRUARY 4, 1957

G. U. S. PAT. OFF.

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Vol. 42, No. 5

LIFE

REG. U.S. PAT. OFF.

February 4, 1957

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Ten pages of photographs show a great panorama of the solemn ceremony, the big parade and the parties which were memorable moments of President Eisenhower's inauguration.



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VICTORIOUS GOMULKA

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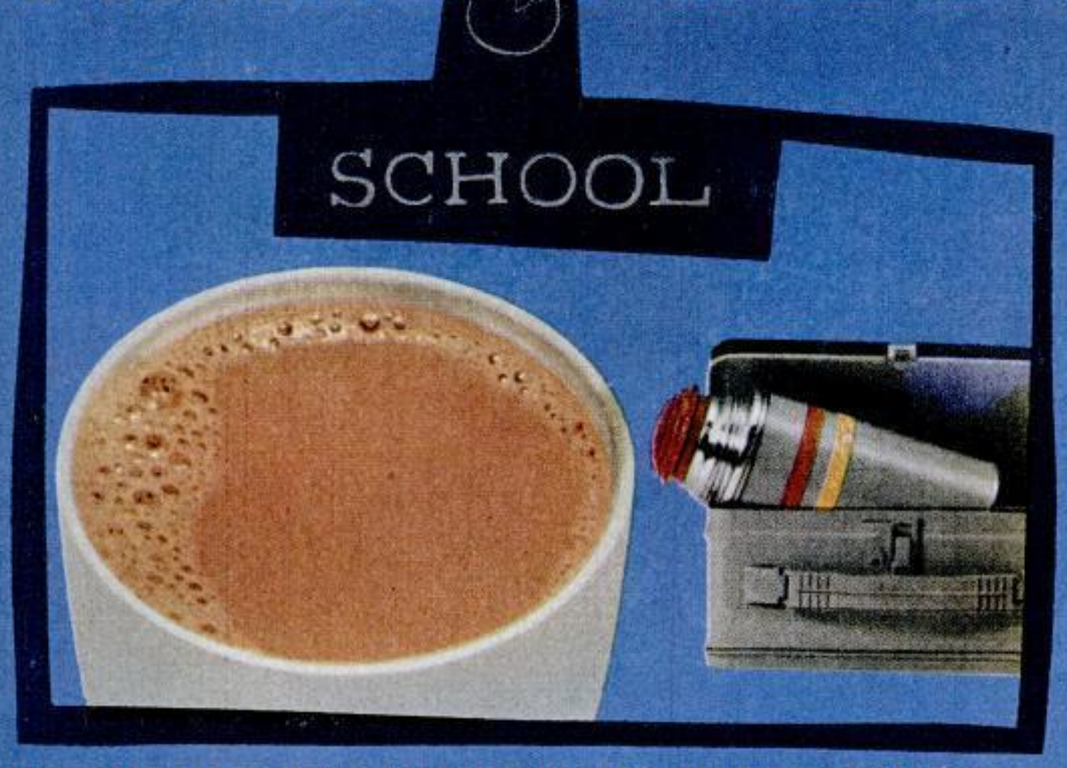
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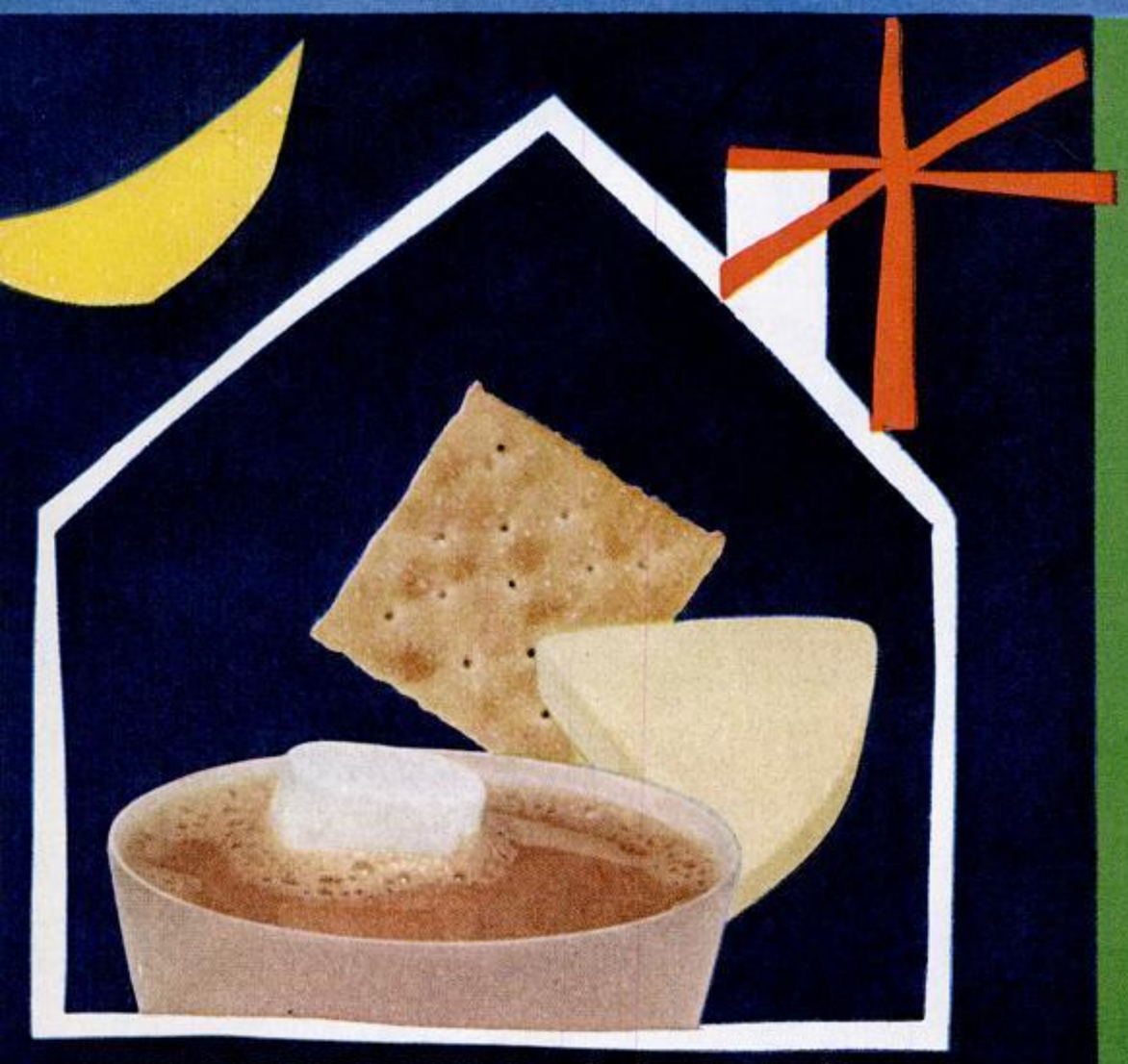
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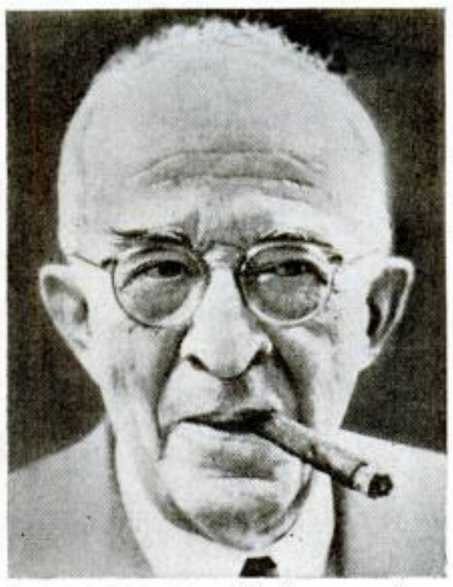
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CRAMMED FRAME TO FRAME IN THE MUSEUM'S BASEMENT, CLARK'S 32 RENOIRS, VALUED AT A MILLION DOLLARS, DISPLAY ALMOST ALL THE FAVORITE



COLLECTOR Clark spent last years near Williamstown museum.

A BASEMENTFUL OF

Clark Art Institute unveils a prize portion of

When the Clark Art Institute opened in Williamstown, Mass. in 1955, it exhibited such a modest array of art that it seemed just another small-time, small-town museum. But the institute (*right*), built by Robert Sterling Clark and his wife Francine to house their collection, is in fact a kind of artistic iceberg, a major part of which still lies hidden beneath the surface. In its basement a wealth of treasure is now being sorted and catalogued so that more of it can be brought into view. Recently assembled there was the dazzling portion shown above—32 lush and lovely paintings by the great French impressionist Auguste Renoir.

This basement bonanza, which will be on view next month in the galleries, is one of the world's largest private collections of Renoirs and the result of 50 years of collecting by Clark. An heir of Singer Sewing Machine millions and the brother of Art Collector Stephen

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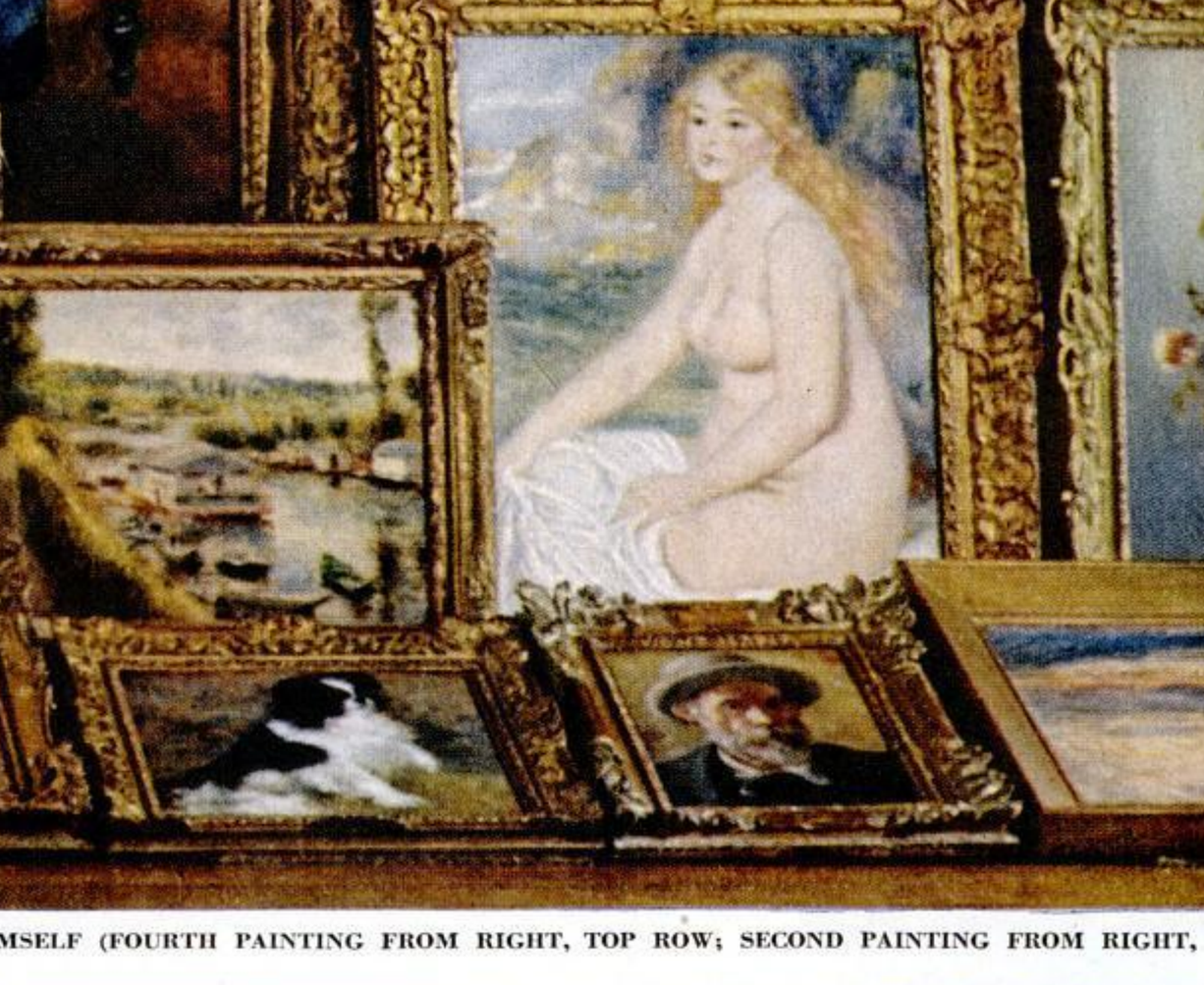
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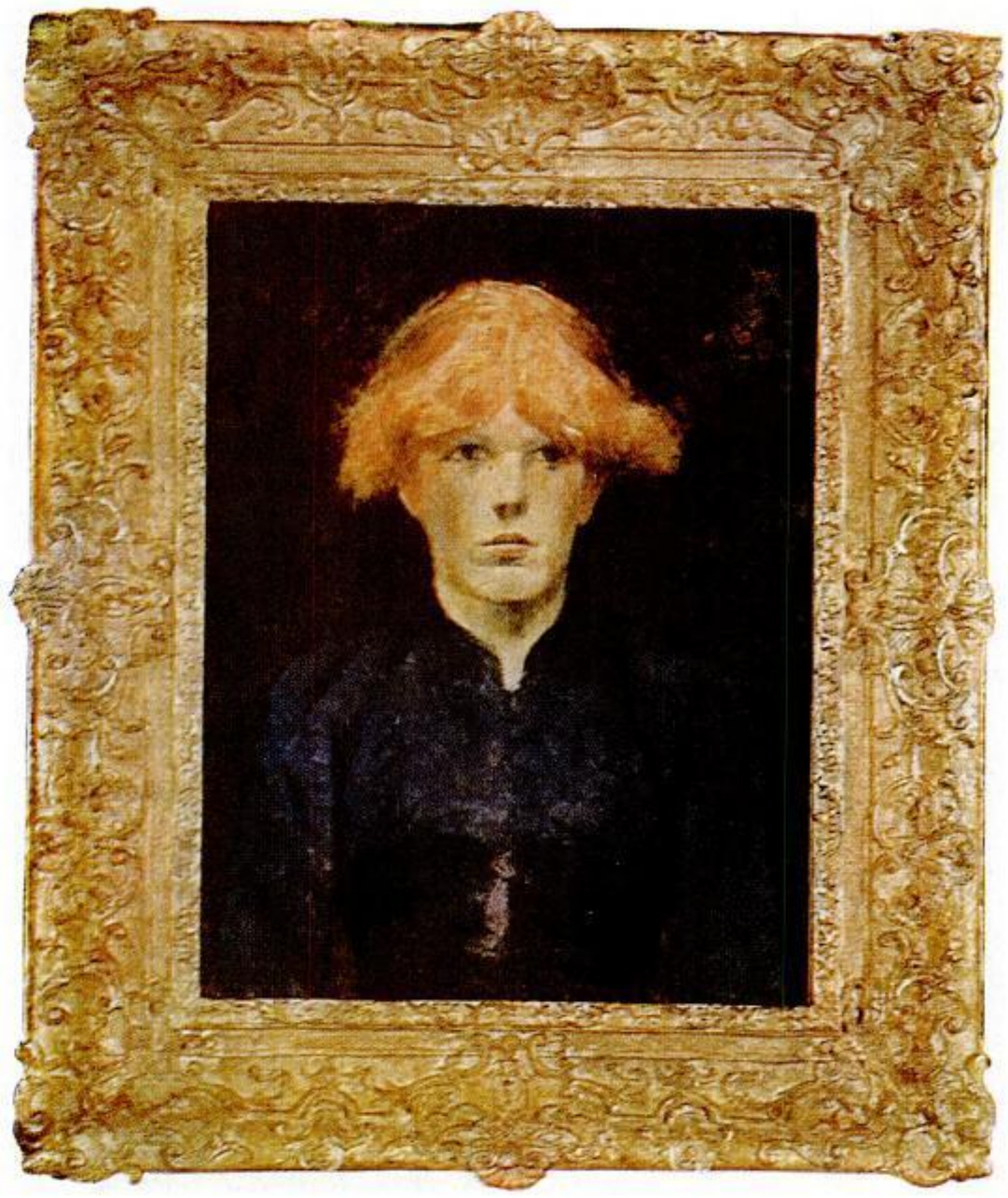
its rich hidden trove

C. Clark, Sterling did all his buying secretly. Known to dealers as "Mr. Anonymous," he accumulated 400 paintings, 30 sculptures and a $3 million collection of antique silver without an ounce of publicity.

In December Clark died at 80. But his museum keeps growing as art arrives from Clark's various homes. "Every time I think I have everything," says the director, "along comes another wonderful truckload. It's endless!"



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DEGAS HORSES were favorites of Clark, himself a horse owner whose Never Say Die won England's Derby in 1954. He also owned sculptured Degas horses.

LAUTREC PORTRAIT of girl named Carmen is one of four paintings by the famous Frenchman now in the Clark museum. The portrait was painted in 1885.



PISSARRO PALETTE displays a pastoral scene which the French impressionist painted on the board with remnants of colors left after a day's work. Pissarro presented it as a whimsical gift to the Paris art dealer Durand-Ruel. Clark acquired it around 1920 but it has not yet been placed on exhibit in the museum.

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*Answers upside down at bottom of page



1 This is fishing for real! They're landing a:
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(b) Tuna (d) Sailfish



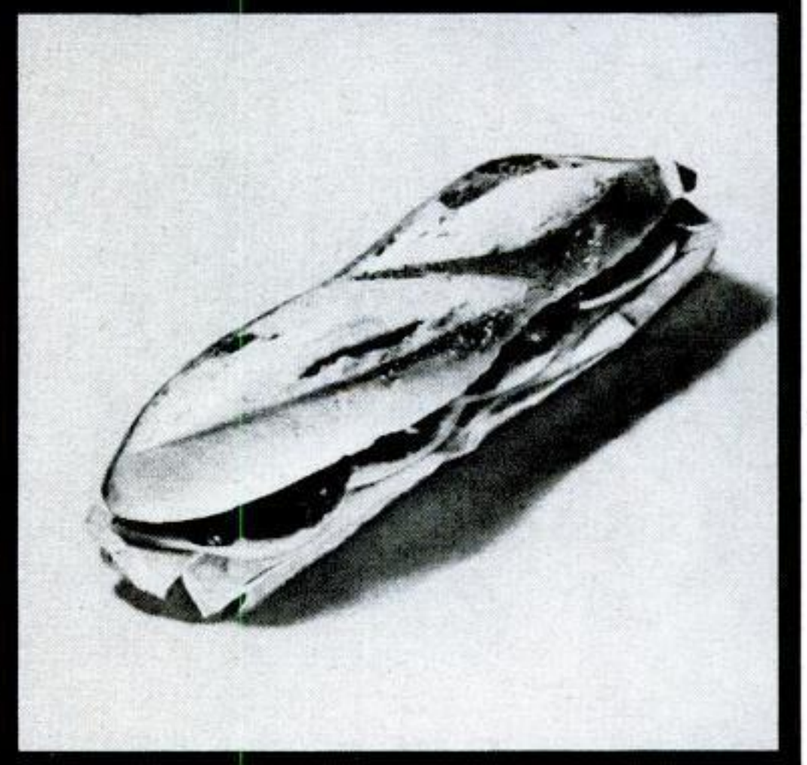
2 Big, big pleasure rides at the wheel of the:
(a) Porsche (c) Aston-Martin
(b) Jaguar (d) Mercedes-Benz 300SL



3 1920's fling at the real, real thing! It's the:
(a) Charleston (c) Castle Walk
(b) Lindy Hop (d) One Step



4 Frank Sinatra is sure to give big pleasure in:
(a) "The Joker" (c) "Crooner's Story"
(b) "Pal Joey" (d) "The Pride and The Passion"



5 World's biggest way to snatch a quick bite is a:
(a) Dagwood (c) Long John
(b) Blockbuster (d) Hero Sandwich



6 Who is Chesterfield's Calendar Girl for 1957:
(a) Kim Novak (c) Judy Holliday
(b) Rita Hayworth (d) Kathryn Grant



7 It's big pleasure on skis when you do a:
(a) Geländesprung (c) Running Slalom
(b) Pole Turn (d) Ruade



8 You take your pleasure big . . . smoke for real with:
(a) Chesterfield (c) Chesterfield
(b) Chesterfield (d) Chesterfield

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SMOKE FOR REAL...SMOKE CHESTERFIELD

*1. Tarpon 2. Mercedes-Benz 300SL 3. Charleston 4. "The Joker," "Pal Joey," "The Pride and The Passion" 5. Hero 6. Kim Novak starring in "Jeanne Eagels," A Columbia Pictures Release 7. Running slalom 8. You're right

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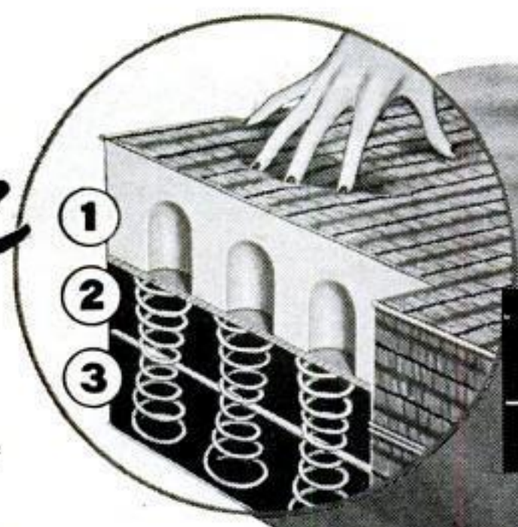
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Some things a fellow has to find out for himself

"Let me, Mommy . . . I can do it!" He may tie his shoe with more knots than bows . . . he may fasten his coat and have a button left over. But the wise parent welcomes these eager efforts. For young as he is, your child is already showing the initiative that means so much to his future happiness.

HELP HIM TO HELP HIMSELF

You watch that determined face, those fumbling young fingers. And you wonder, "How can I help my child to help himself?" **Thousands of parents have smoothed the way with** THE BOOK OF KNOWLEDGE . . . the work that translates all the world's wisdom into the language of childhood. Every syllable in this great work is designed to stimulate your child's desire to do and think and learn for himself.

CURIOSITY, THE GREAT TEACHER

Does he ask a thousand and one questions? He won't have to look to a puzzled parent or a too-busy teacher for the right answers. From the moment he turns the first page, **your child discovers how easy it is to look up the answers for himself.** Does he like to use his hands? THE BOOK OF KNOWLEDGE will teach him to draw a cat or make a telephone that works. In its 7,600 pages, your child finds hundreds of things to make and do . . . so many ways to help himself, you'll never again hear, "Mommy, what shall I do now?"

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With its fascinating format, its more than 13,000 pictures, its story-telling articles, THE BOOK OF KNOWLEDGE does the most important job of all. It makes him want to **read more, know more.** It gives him the confidence and love of learning that are the foundation of every great career. Not even school can give your child this opportunity. You can . . . by finding out about THE BOOK OF KNOWLEDGE now.

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"Ride the Magic Carpet" . . . a new 24-page booklet that reproduces in full beautiful color actual pages from THE BOOK OF KNOWLEDGE. Its quizzes, games, and nursery rhymes, and its fascinating questions and answers will give your child hours of fun and instruction. To get your child's copy simply mail the coupon today. There is no obligation, of course.

FREE! *for your boy or girl . . . this delightful color booklet*

THE BOOK OF KNOWLEDGE®

The Children's Encyclopedia



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Please send me "RIDE THE MAGIC CARPET," the 24-page full-color booklet taken from the newest revision of THE BOOK OF KNOWLEDGE. I understand it is FREE and without obligation.

There are.....children in my family, ages.....

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ADDRESS.....

CITY.....ZONE.....

COUNTY.....STATE.....

Life, Feb. 4, '57

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Advertisement

How an old New England furthered their town's future with



PROUD MAYOR OF A PROSPEROUS CITY—Mayor J. Alfred Dennis of Keene, New Hampshire. As the Mayor confirms, busy Keene owes much of its success to the town's top employer, Kingsbury Machine Tool Corporation, a General Motors supplier since 1925.



TRADITION OF CRAFTSMANSHIP — Carefully crafted toy motorcars like the one held by H. T. Kingsbury, company's founder, faithfully followed auto designs.



FUND RAISER—Company Director and Public Relations head Chester L. Kingsbury ran drive to build new wing of Keene's Elliot Community Hospital.



BLUEPRINTING THE FUTURE — President Gunnar Swahnberg and Board Chairman Ed Kingsbury check prints for a new Kingsbury machine tool for GM.

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family with young ideas some help from General Motors

WHETHER your business is in Detroit, Los Angeles, Kalamazoo or Keene, New Hampshire—the old saying holds. Keep up with the times and the times will be kind to you.

Take the Kingsbury family of Keene. For generations they'd applied their Yankee ingenuity to a succession of enterprises. In 1919 they were employing the native mechanical skill of Keene fathers and sons to the crafting of a famous line of mechanical and cast iron toys.

Small Business With Big Ideas

THEN—in the Twenties—young Ed Kingsbury came back to the family business with his engineering diploma from M. I. T. and a whole pack of new ideas in production.

Right off he stepped up toy production by inventing a new sensitive-feed drilling machine which bored smoothly through cast iron — kept drills from breaking when they hit a hard spot. Got so interested in drill building—he set up a machine shop in the toy factory and began turning out a drilling unit utilizing his new sensitive-feed principle.

Then came the big idea—one now known to mechanical engineering students and heavy industry production engineers as the Kingsbury Method. Very simply it combines several automatic drill units into one machine — automatically moves the metal from one unit to another—progressively performs the required operations.

An idea this good never takes long to find a market. Especially at General Motors.

An Old Business Becomes A New Business

SINCE 1925 when the first Kingsbury automatic drilling and tapping machine was delivered to what is now the Delco-Remy Division of General Motors—GM has been a steady customer of the toy factory which Ed Kingsbury's idea turned into the Kingsbury Machine Tool Corporation. Right now, in fact, 29 GM divisions and plants continuously purchase the latest developments of Ed Kingsbury's brain child.

Thanks to GM and the other companies which deal with Kingsbury, the Keene outfit now employs more than 400 folks (including 9 father and son teams) all living within ten miles of the hugely expanded plant.

What has happened in Keene, New Hampshire, has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that—if they meet delivery dates with quality products, that GM needs, at competitive prices — General Motors is interested in doing business with them. New money has flowed into these local communities — and as a result these communities in every state share in GM's success.

How much they share is shown by the fact that outside sources of materials and services for GM receive, in total, close to 50¢ out of every dollar that General Motors takes in.



TOMORROW'S IDEA MEN—Keene High School's Mechanical Arts Course is considered one of the best in the State. Machines donated by Kingsbury Machine Tool Corporation equip shop, save money for town, help school give boys actual experience.



HOMECOMING—New Hampshire Technical Institute student Blair Howe who is getting help for his education by $500 scholarship given him by Kingsbury Machine Tool Corp. Keene High School Principal Harold F. Drew welcomes him on holiday visit.

General Motors—Good people to work for—Good people to deal with





ONE OF 9 FATHER AND SON TEAMS—Milling Department Foreman Earl Riley checks accuracy of machined hole on drill unit body ticketed for GM's Cadillac Division. Young Jim Riley working drill on Delco-Remy job.

Small Business and General Motors: an Enduring Relationship

Most of the 26,000 business firms supplying GM divisions with goods and services are small businesses with less than 500 employes. About a third of these small businesses—7,927 in fact—have been working with GM 11 years or more—two thousand from 21 to 30 years — and several hundred even 31 years and more.

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If you feel run-down because of

TIRED BLOOD

FEEL STRONGER FAST



within 7 days or money back!

If you drag yourself around during the day feeling weak and tired . . . your trouble may be due to what doctors call iron deficiency anemia*. We call it Tired Blood. Check your doctor. If you are suffering from iron deficiency anemia, GERITOL can help you feel stronger fast. GERITOL is a high-potency tonic that begins to strengthen iron-poor, Tired Blood in just 24 hours. In only one day GERITOL iron is in your bloodstream carrying strength and energy to every part of your body.

After an illness such as a cold, flu, sore throat or virus, you may also suffer from iron deficiency anemia. At such a time, GERITOL can help you regain your strength. So, if you feel weak and run-down because of Tired Blood, get GERITOL, liquid or tablets. And take it *every day*. You'll feel stronger fast—within seven days—or money back.



GERITOL
for Tired Blood

NEW ADVANCE for relief of common RHEUMATIC and ARTHRITIC-LIKE PAINS*

If you suffer from common rheumatic and arthritic-like pains, try the new pill-within-a-pill ZARUMIN. ZARUMIN offers this new advance. It contains an *outer* pill that brings *fast*, temporary relief. And an *inner* pill that brings *more* relief hours later—thus giving *longer-lasting* relief. As a result, you enjoy more freedom from pain. Safe, taken as directed. If pain persists see your doctor. Money back if not satisfied.

*For effective, temporary relief.



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100% SAFE SLEEP*

You can sleep soundly tonight...safely. Try SOMINEX, the new sleeping aid that contains no narcotics!

Whenever you can't sleep at night . . . your nerves on edge . . . try SOMINEX, the new aid to sleep that relaxes you and lulls you into restful, natural-like sleep. SOMINEX contains *no* barbiturates. *No* bromides. *No* narcotics. Non-habit forming. Get SOMINEX from your drugstore today and take as directed for 100% safe sleep. Money back if not satisfied.

*Taken as directed.



Sominex

LETTERS TO THE EDITORS

ALEXANDER HAMILTON

Sirs:

LIFE goofed on the "pair" of pistols you say were used in the Hamilton-Burr duel ("Bicentennial for a Founding Father," LIFE, Jan. 14).

Those pictured are not a "pair." The one at left is a percussion pistol, the one at right a flintlock.

Percussion guns were unheard of until about 10 years after Mr. Hamilton had breathed his last.

JAMES J. GAMBEE, COLONEL
77th Division, USAR
New York, N.Y.

● One of the pistols was changed to percussion cap during the Civil War by a descendant of John B. Church, original owner of the pistols and A. Hamilton's brother-in-law. Five years before the Hamilton-Burr duel, Church himself had a duel with Burr, clipping a button from Burr's coat in the exchange. Hamilton's son, Philip, died in a duel with these pistols.—ED.

Sirs:

Your "Bicentennial for a Founding Father" was marred by the inaccurate sentence saying that Hamilton rested his case for a national bank ". . . on Section Eight, which gives Congress the right to make laws for 'the General Welfare.' "

The Constitution does not give Congress the power to legislate for the "general welfare"; Section Eight gives Congress the power to levy taxes for the "general welfare." The case to which you refer (McCulloch *vs.* Maryland) which established the constitutionality of the National Bank was decided upon Section Eight: not primarily upon the taxation clause, but upon the "necessary and proper" clause.

FRANCIS BREIDENBACH
Grand Forks, N. Dak.

● Hamilton argued his case for a bank partly on the "implied powers" of Section 8 and, more specifically, on Clause 18 which says Congress has the right to "make all laws which shall be necessary and proper. . . ."—ED.

Sirs:

We do not consider that Colonel Aaron Burr was an "unscrupulous" man.

Colonel Burr did not attempt to gain the presidency after the election of 1800 had been referred to the House of Representatives, following the tie vote for Jefferson and Burr in the electoral college.

SAMUEL ENGLE BURR JR.
President General
The Aaron Burr Association
Washington, D.C.

● Although some of Jefferson's enemies tried to elect Burr President, Burr stayed home and disavowed such moves.—ED.

LI'L ABNER

Sirs:

Neither LIFE nor Mr. Capp offered any hint of a solution to the most confoosin' problem since Li'l Abner moved from Dogpatch to Broadway ("Li'l Abner —Broadway and Dogpatch," LIFE, Jan. 14).



PALMER

Namely, how does the Broadway Li'l Abner manage to keep his hairdo parted on both sides, as does the ideel of ev'ry red-blooded American?

ANDREW E. BERESKY
New York, N.Y.

● He doesn't. He parts it only on the right.—ED.

Sirs:

I enjoyed the "Dogpatch Saga" immensely, except for one thing. Where is the greatest of all, Fearless Fosdick? I think he deserves some mention.



C. K. WARREN
Mt. Vernon, Ohio

● Fosdick is not a Dogpatcher and therefore was not included. Capp reports that Fearless has worries of his own and may lose his head during his next case.—ED.

PSYCHOLOGY SERIES

Sirs:

Thank you for the articles on psychology by Ernest Havemann ("The Tools Psychologists Invented," LIFE, Jan. 14). I am certain that I share with many other psychologists the problem of communicating what our science has done and hopes to do.

It is encouraging to find as interesting a presentation as Mr. Havemann's to give a perspective on psychology's function.

ARTHUR J. BACHRACH
University of Virginia Hospital
Charlottesville, Va.

Sirs:

Too many people think that the sole interest of the psychologist is the treatment of neurotic and psychotic people. It is about time the public was made aware of the fact that psychology is the scientific study of behavior and that the psychologist is as much a scientist as is the physicist or chemist. I think your series is an excellent, high-level presentation of the nature of the psychologist's work.

CARL S. HOFFMAN
Tallahassee, Fla.

CONTINUED

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You want to preserve your family's home, no matter what—but without you and your income, would the mortgage threaten their security?

To meet this threat, John Hancock has a low-cost plan that furnishes cash to pay off your mortgage if you die. If you live, it can provide cash or income for your leisure years.

For a man of 35, carrying a 20-year $10,000 mortgage, about $2.50 a week assures this protection. Your John Hancock representative will help you work out a Mortgage Redemption Plan to cover your home and protect your family. Mail coupon for more facts about how he can serve you.

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Please *mail* me, without obligation, your new booklet, "What You Should Know Before You Buy Life Insurance." To protect my family, I can set aside ____$2 a week; ____$5 a week; ____$10 a week; ____whatever is necessary.

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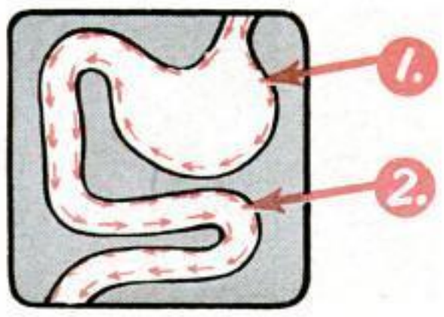
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Stomach UPSET?

Indigestion? Nausea? Diarrhea?

Hospital Tests prove Pepto-Bismol works where Soda and Alkalizers fail!



Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

Pepto-Bismol also helps calm distress in the intestinal tract ... where soda and alkalizers never help!



Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

A NORWICH PRODUCT

Take Hospital Tested Pepto-Bismol®

...and feel good again!

LETTERS TO THE EDITORS CONTINUED

Sirs:

Psychology, as presented by LIFE, is certainly a good example of how people mix fact and fallacy.

On page 118: "The I.Q. remains constant until we have grown up." Then in the very next paragraph: "A child born into a poor home often shows an improvement in I.Q. if adopted by a more intelligent and stimulating family."

Which is fact and which is fallacy?

BONNIE DAY
Pawtucket, R.I.

● If a child remains in the same environment, his I.Q. remains constant. It can improve somewhat if the environment does.—ED.

EDITORIAL

Sirs:

"Who Stopped the Suez Invasion?" (LIFE, Jan. 14) notes Mr. Lester Pearson's own variety of brinkism: "The Commonwealth was on the verge of dissolution."

Canada's role in the Suez affair has been curiously detached. Is it timidity before the U.S. that has inhibited Canadian statesmen from lining up behind the mother country?

In any case, doughty little Australia and New Zealand did the heart good in Britain's ordeal. But as far as Canada is concerned, the queen might well ask, "Is you is or is you ain't my baby?"

W. F. GLEASON JR.
New York, N.Y.

THE WORLD'S WEEK

Sirs:

Elvis Presley's music is quite an improvement over a certain sergeant's voice. But when the Army says he can keep his sideburns, that is quite another thing ("Chest Test for Elvis," LIFE, Jan. 14).



PVT. DICKEY

Upon our unwilling entry into the Army, Uncle Sam demanded that we become bald. A photo of Private Dickey is enclosed as proof. We insist that Elvis Presley lose his sideburns and curly locks too!

PVT. CALVIN L. DICKEY
PVT. STANLEY L. ANDEL
PVT. JOHN W. CARR
PVT. FRANKLIN J. TURNER
PFC. GORDON L. OVERBY
PVT. DAVID E. COOK
Fort Monmouth, N.J.

● Reversing an early report, the Pentagon says Elvis will definitely lose both curls and burnsides at induction.—ED.

SUPER SEND-OFF

Sirs:

I was pleased to see the pictures of the Feldman party at my Beverly Hills restaurant ("Super Send-off for '57," LIFE, Jan. 14).

But I would like to point out that Tom Douglas, shown with me in a picture taken before the occasion, deserves the credit for designing the Edwardian room, and arranging the party for Mr. Feldman.

MICHAEL ROMANOFF
Beverly Hills, Calif.

SPEAKING OF PICTURES

Sirs:

"Show of Twisty Tricks with Trees" (LIFE, Jan. 14) is both unpleasant and morbid. Trees were not created to be treated like that.

MARSHALL CHAO
Urbana, Ill.

THE NEW POLAND

Sirs:

Compliments to LIFE for a factual, unbiased article, "The New Poland Achieves Some Liberties" (LIFE, Jan. 14). Your photographer grasped the inside feeling of the people of Poland today.

You are also correct in stating that the "Polish people still look longingly to the U.S. for help" instead of Russia, etc. The quote, "We have not enough money to live and too much to die," is only too true! I was in Poland during the Poznan riots and the people on the street related the same phrase to me.

HENRY J. DENDE
Publisher
Polish-American Journal
Scranton, Pa.

TOWARD A BETTER U.N.

Sirs:

Permit me to deny officially, in the name of the Prime Minister of Israel, Mr. David Ben-Gurion, the statement attributed to him in your editorial, "Toward a Better U.N." (LIFE, Dec. 3).

Mr. Ben-Gurion has never made a statement such as "This Swede has cheated me," as stated by you.

Mr. Ben-Gurion's attitude toward the U.N. was summed up in a speech by the Prime Minister in Tel Aviv on Dec. 5, 1956, in which he said, "We must cooperate with the United Nations to our utmost limit."

H. Y. ORGEL
Embassy of Israel
Washington, D.C.

CASE OF THE DOCTOR

Sirs:

I recently came across an old proverb which immediately made me recall your article, "The Case of the Kindly Doctor" (LIFE, Jan. 14).

It reads:

"He's a fool that makes his doctor his heir."

MRS. STANLEY FELLER
Kenmore, N.Y.

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sharing their new love and their great dream.
And they may recall this happiness,
always, in the lights of their engagement diamond.



¼ carat $90 to $220 ½ carat $200 to $475
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Average prices for top-grade engagement diamonds (unmounted) offered by representative jewelers in October, 1956. Add tax.

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Announcing General Electric's

Now one dependable appliance both washes and dries



Linen Closet Laundry. Porcelain work-top Washer-Dryer by General Electric fits beautifully into small space. Only 30 inches wide, standard cabinet height and depth, it can be matched to other counters or cozily closeted near your bath as shown above. Compared with many separate washer and dryer pairs. you save up to four square feet of floor space. And General Electric's lovely Mix-or-Match Colors or white blend with any décor.

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New Combination Washer-Dryer

...fits almost anywhere

Here from General Electric is the complete modern home laundry in one dependable appliance. It makes washing and drying really easy!

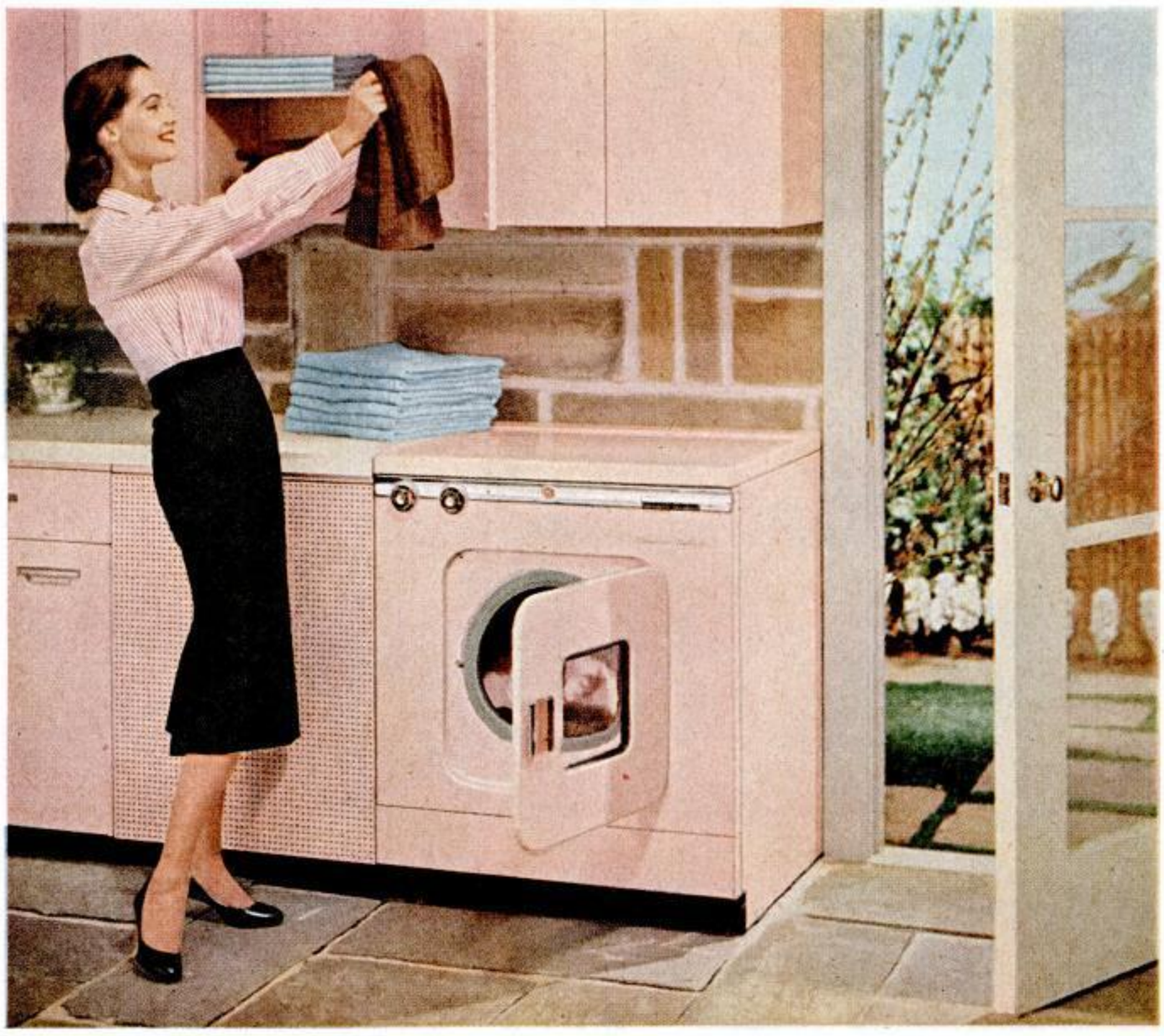
A space-maker! Your space for washing alone can now be used for washing *and drying*. This combination Washer-Dryer fits like a 30-inch cabinet almost anywhere.

New freedom from lifting! Your hands never need touch wet wash—either to transfer clothes to a dryer or to hang them up on an old-fashioned clothesline. You pre-set two dials, press a key . . . and clothes are washed and dried in one continuous operation!

No "tied-down" feeling! This automatic new Washer-Dryer by General Electric is so dependable, so timesaving you can leave the house and trust your laundry to be safely, surely done.

Towels, diapers—everything comes out thoroughly clean and fluffy dry—so much softer than "stiff" line-dried clothes. Many pieces are so wrinkle-free they can be folded and put away without ironing. (Yet a full 8-pound load costs you little for electricity).

And you get: Automatic Water Saver • Automatic "Drip Dry" Choice • Automatic Built-in Water Heater • Choice of Hot or Warm Water Wash • Automatic Dry Selector to end guessing. Replace your outmoded washer now with this economical step and space-saving appliance. *General Electric Company, Appliance Park, Louisville 1, Ky.*



Easy to install! Free-standing General Electric Washer-Dryer lets you create a laundry center wherever it's most convenient in your home—utility porch, hallway niche, or at the end of a counter. No venting needed with the General Electric Combination. Lint and moisture go down the drain automatically. Glass observation window lets you see General Electric's efficient washing and drying.





Built-in convenience. Also available in an under-counter model, the General Electric Combination gives you kitchen-cabinet fit under a countertop, as shown at left. Or it can be installed waist-high in a wall over a handy clothes hamper, as shown above. Ask a General Electric dealer for a free demonstration of this easy way to do your hardest job.

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about $4.65 a week*
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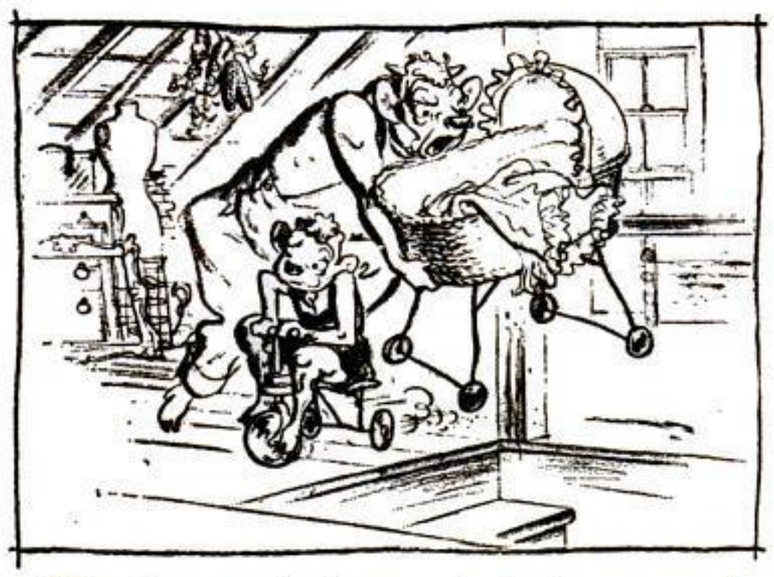
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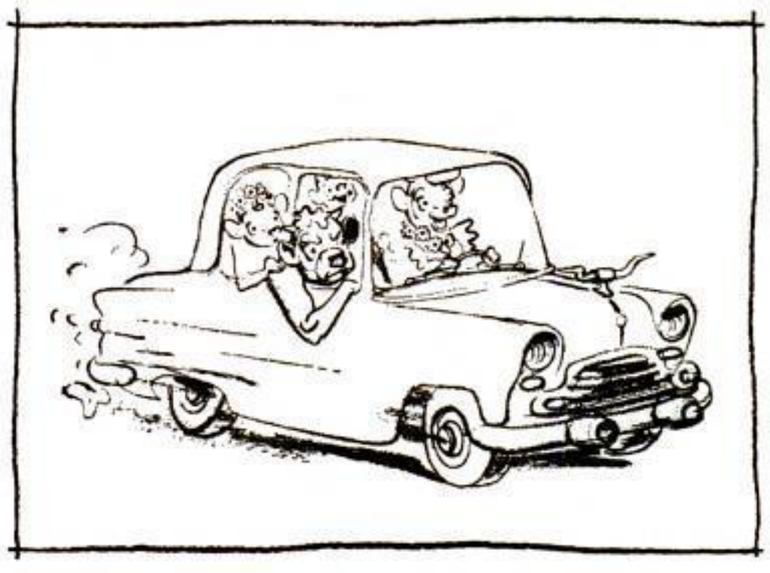
1. One day last summer, Elmer came home and found Elsie, the Borden Cow, sewing extra-large-size tiny garments.



2. Happy months of planning followed. Beulah, hoping it would be a little girl, promised to calf-sit any time . . .



3. Beauregard, who wanted a brother, managed to get in the way as usual when Elmer got the old bassinet down from the attic.



4. When the time came for Elsie to go to the hospital to get the new calf, it was too much for Elmer. Elsie had to drive.



5. In the waiting room Elmer roared around until finally a nurse appeared. At first Elmer thought he was seeing double . . .



6. But it was TWINS! A boy calf and a girl calf! What would you name them?

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NAME ELSIE'S TWINS—

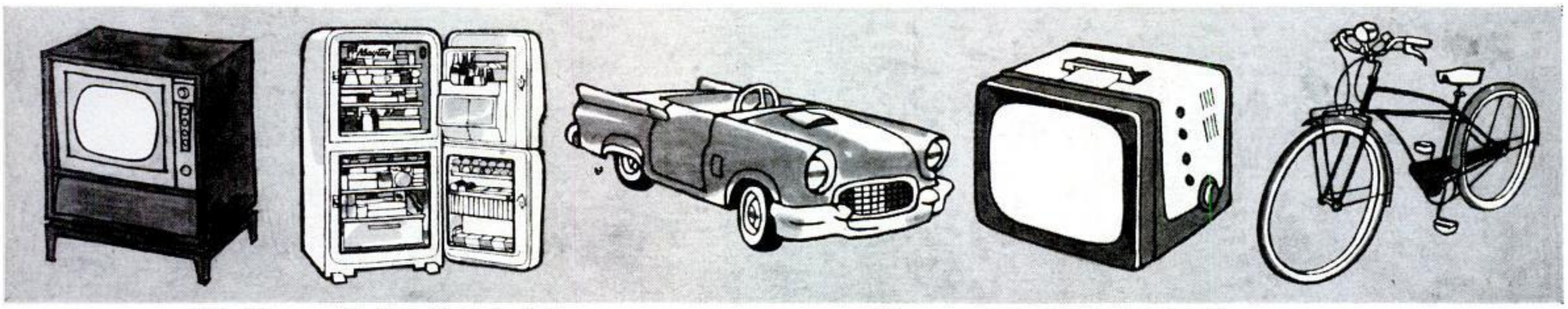
$100,000 *in prizes*

$25,000
1ST PRIZE

$5,000
2ND PRIZE

$1,000
3RD PRIZE

AND ALL THESE OTHER WONDERFUL PRIZES



24 GENERAL ELECTRIC Color TV Sets. Today's brightest picture in color or black and white.

50 *Maytag* Double-Decker Refrigerator-Freezers. Two full-size appliances in space of one.

10 FORD THUNDERBIRD JR.'S. 66-inch electric motor-driven models of the real Ford Thunderbird.

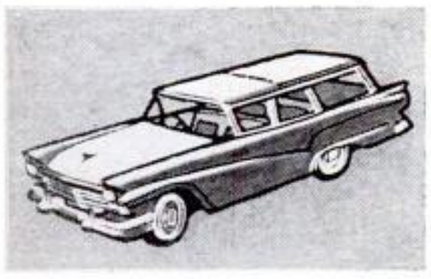
100 GENERAL ELECTRIC Portable TV Sets with "Daylight Power" picture. Weight 26 lbs.

125 EVANS FIREBIRD BICYCLES. America's foremost speed-king, equipped with 3-speed gearshift.

Elsie, the Borden Cow has twins. Name them and you may win as much as $25,000 and a Ford 9-passenger Country Sedan.

It's just 100 years since The Borden Company started out in business, so—to celebrate this big occasion—there's a total of $100,000 in prizes for the best names. Prizes for everyone in the family.

Send in as many as you want. You may submit as many names as you wish—just remember each pair must be accompanied by a label, bottle cap, box top, etc., (or reasonable facsimile) from one of the fine Borden products. Use the entry blank below, get additional blanks from your store, or you may send in your names on plain paper.



HOW TO GET THE BONUS PRIZE

If you win 1st Prize you may also receive a Ford 9-passenger Country Sedan. To be eligible for this bonus prize, send in label, bottle cap, box top, etc. (or facsimile) from *two different Borden products*—the *first* from any Borden product you wish—the *second* from one of the following:

Lady Borden Ice Cream **Borden's Cream Cheese**
Borden's Starlac **Borden's Cottage Cheese**

Here are the easy rules of the contest

1. Suggest a name for Elsie's new twins—a boy calf and a girl calf.

2. Use this entry blank, get one at your store, or submit your entry on a plain sheet of paper. Print clearly your own name and address.

3. Submit as many entries as you wish, but each entry must be accompanied by a label, bottle cap, box top, etc., or facsimile from a Borden product.

4. To be eligible for the Bonus Prize, you must submit a label, bottle cap, box top, etc., or reasonable facsimile from *two different Borden products*—the *first* from any Borden product—the *second* from Borden's Cottage Cheese (except in California), Lady Borden Ice Cream, Borden's Cream Cheese or Borden's Starlac.

5. This contest is open to any person in the United States, its possessions and Canada, except employees of The Borden Company, its subsidiaries and affiliates, its advertising agencies, and members of the immediate families of such persons. Contest is subject to all Federal, State, Local and Dominion regulations.

6. Each entry must be the original work of contestant submitting it except that members of the immediate family may assist. All members of a family may compete, but only one prize (plus bonus prize if eligible) will be awarded to a family. Mail your entries to: Elsie, P. O. Box 77, Mt. Vernon 10, N. Y.

7. Entries will be judged by the Reuben H. Donnelley Corporation on the basis of appropriateness and originality. In the event of ties for any prize or prizes, contestants will be supplied a form on which to complete a 25-word statement telling why they like Borden's products. Ties will be broken by judging these statements on the basis of originality of thought, logic and interest of expression. In the event of any final ties, duplicate prizes will be awarded. The decision of the judges is final.

8. All entries become the property of The Borden Company. None will be returned.

9. Contest closes midnight, Saturday, March 30th, 1957 and all entries must be postmarked no later than that date and received by April 10, 1957.

10. Winners will be notified by mail. List of winners will be mailed to all contestants requesting one and supplying a stamped, self-addressed envelope no smaller than approximately 4" x 9".

Borden's **Milk • Fine Cheeses**
Ice Cream • Starlac

For 100 years folks have been saying, "If it's Borden's, it's got to be good!"

ELSIE, P. O. Box 77, Mt. Vernon 10, N. Y.

Dear Elsie:
My names for the twins are

_____ and _____

Name _____

Address _____

City _____ **State** _____

Contest Closes Midnight, Saturday, March 30, 1957

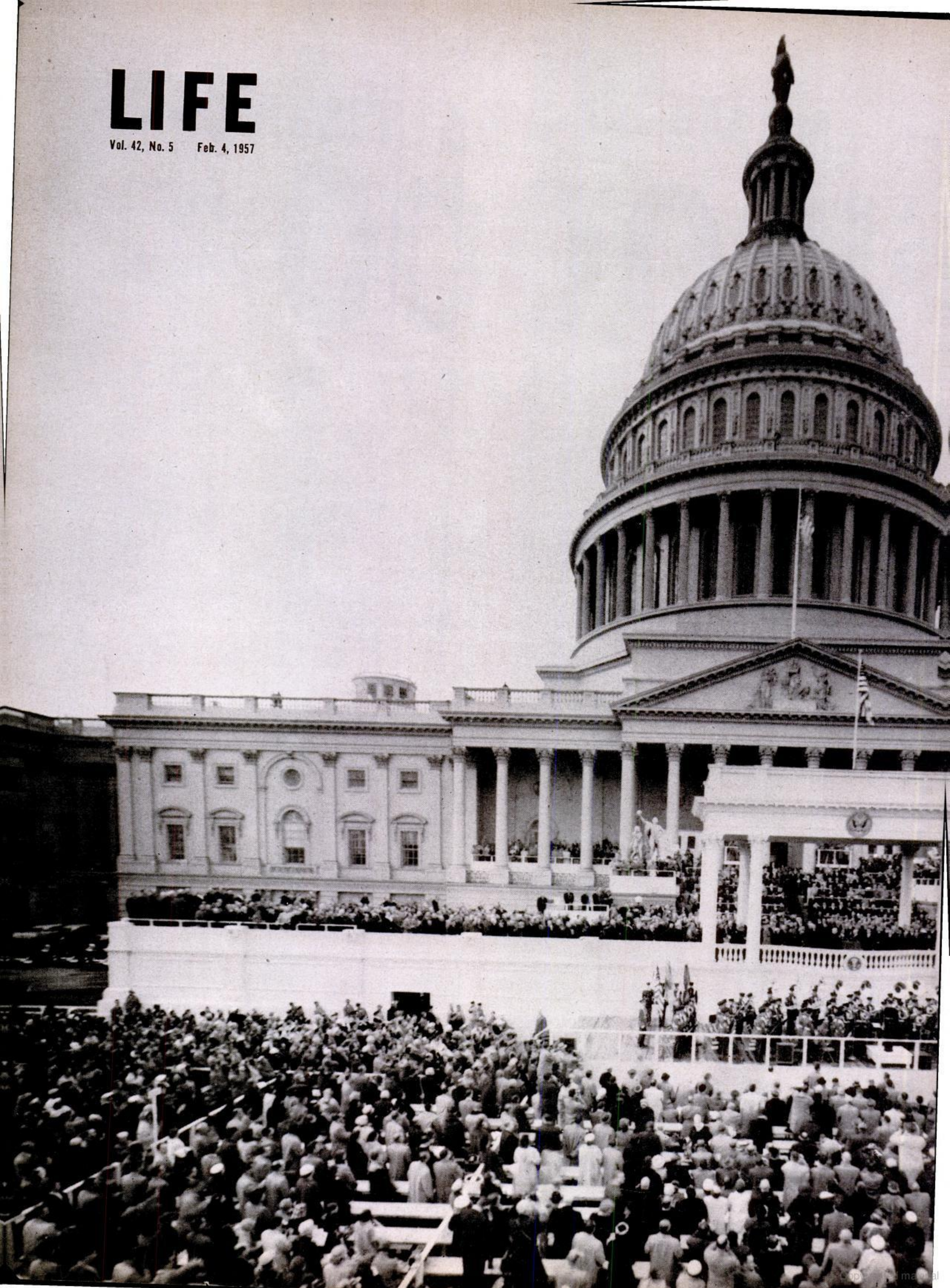
In Canada send entries to: Elsie, P. O. Box 807, Toronto 1, Ontario

See Borden's TV shows, "The People's Choice" and "Queen For a Day" over NBC

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LIFE
Vol. 42, No. 5 Feb. 4, 1957

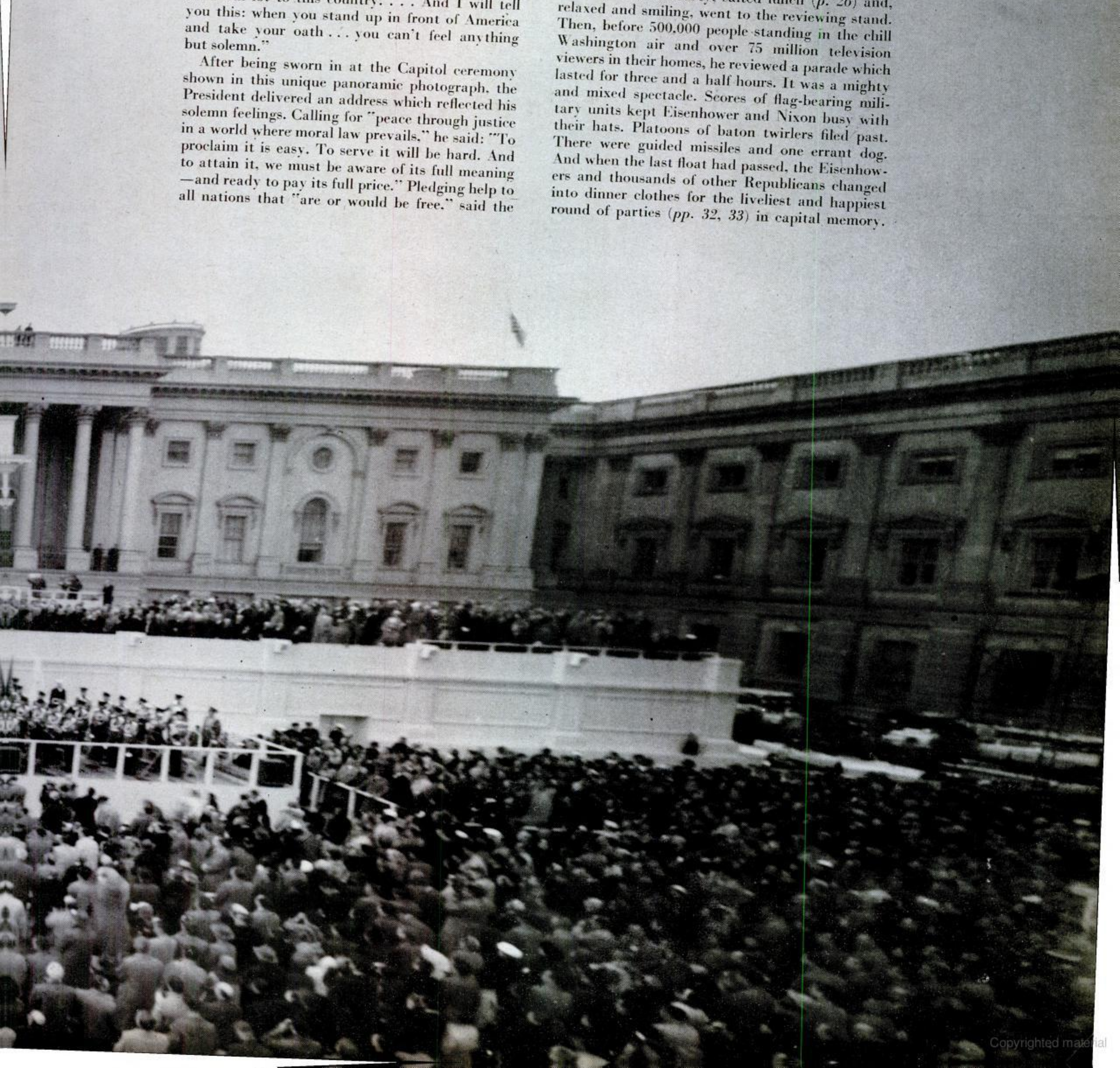


A SOLEMN INAUGURAL AND A GAY CELEBRATION

"A second inauguration on the same scale as the first one," President Eisenhower remarked to reporters, "seemed to me to be rather odd, because a man is merely continuing and it isn't a change. But . . . I realized that an inauguration means an awful lot to this country. . . . And I will tell you this: when you stand up in front of America and take your oath . . . you can't feel anything but solemn."

After being sworn in at the Capitol ceremony shown in this unique panoramic photograph, the President delivered an address which reflected his solemn feelings. Calling for "peace through justice in a world where moral law prevails," he said: "To proclaim it is easy. To serve it will be hard. And to attain it, we must be aware of its full meaning —and ready to pay its full price." Pledging help to all nations that "are or would be free," said the President, "we recognize and accept our own deep involvement in the destiny of men everywhere."

With the address ended, the mood of the inaugural changed to one of triumphal gaiety. The President ate a hearty, salted lunch (*p. 26*) and, relaxed and smiling, went to the reviewing stand. Then, before 500,000 people standing in the chill Washington air and over 75 million television viewers in their homes, he reviewed a parade which lasted for three and a half hours. It was a mighty and mixed spectacle. Scores of flag-bearing military units kept Eisenhower and Nixon busy with their hats. Platoons of baton twirlers filed past. There were guided missiles and one errant dog. And when the last float had passed, the Eisenhowers and thousands of other Republicans changed into dinner clothes for the liveliest and happiest round of parties (*pp. 32, 33*) in capital memory.



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AT INAUGURAL BUFFET in Capitol, President heads line, followed by Nixon. President took seconds on beef.







SALT, PLEASE is requested by President who, because of his strict diet, usually refrains from having it with his food. Mrs. Eisenhower starts to pass it (*top*), seems to hesitate (*center*), then finally gives it to the President.

MARINES, MAJORETTES AND A MYSTERY DOG



PASS IN PROCESSION





MYSTERY PARADER, a white dog, slipped in with the marchers of District of Columbia National Guard and then, walking slightly behind colonel, passed in review before the amused Eisenhower and Nixon.





CLAIMS TO FAME for their dogs were made by two Washington ladies. Mrs. Richard Stringfellow (*left*) says it was her Thomas Jefferson in the parade. Mrs. John Poletti says it was her Rinnie.



BIG PARADE wheels down Pennsylvania Avenue, Marines in foreground. There were 17,000 marchers.

MAJORETTES STRIDE at head of Pennsylvania unit. Procession included over 30 floats, 50 bands.

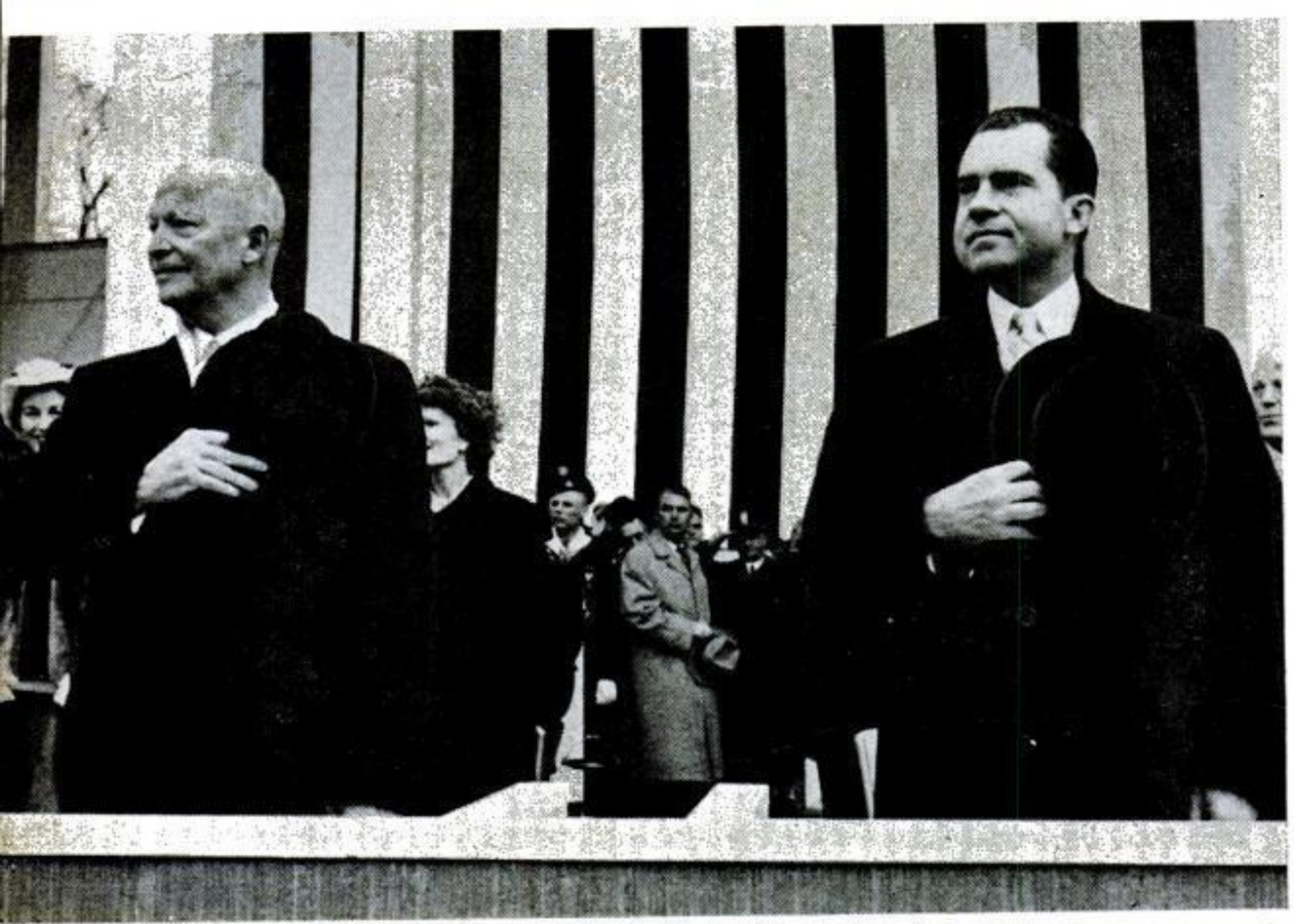
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THE TEAM REVIEWS IN TANDEM



REVIEWING TEAM of Eisenhower and Nixon watch class of midshipmen pass in review. Mrs. Nixon moved to President's chair to chat with Mrs. Eisenhower.



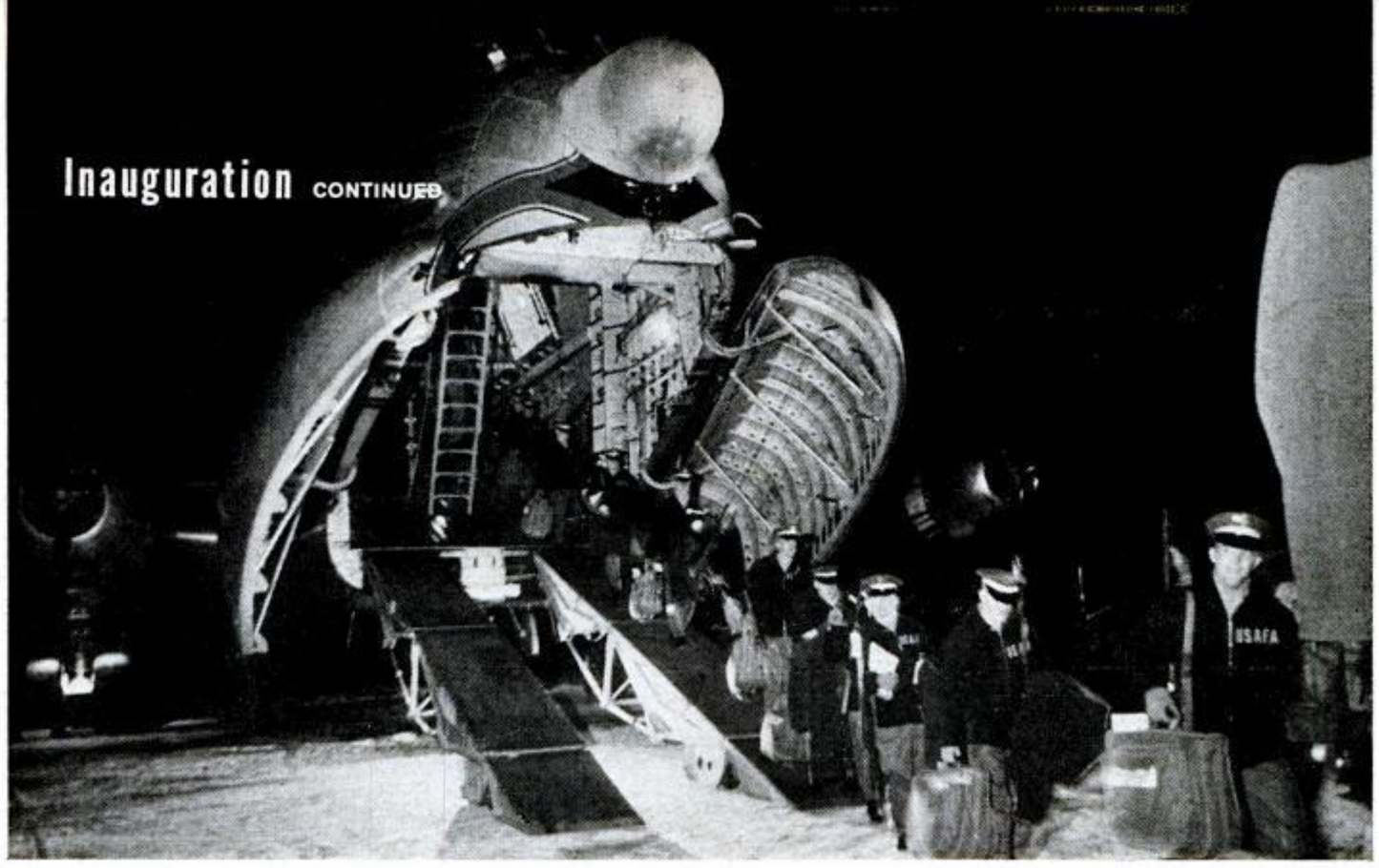


A CONFUSION OF HOMBURGS finds Nixon still with hat on (*top picture*) while President holds his in salute to flag. But (*lower picture*) they uncover as one.



PARADE STARE is given passing marchers by President and Vice President midway in program. Nixon and Eisenhower stood throughout most of proceedings.

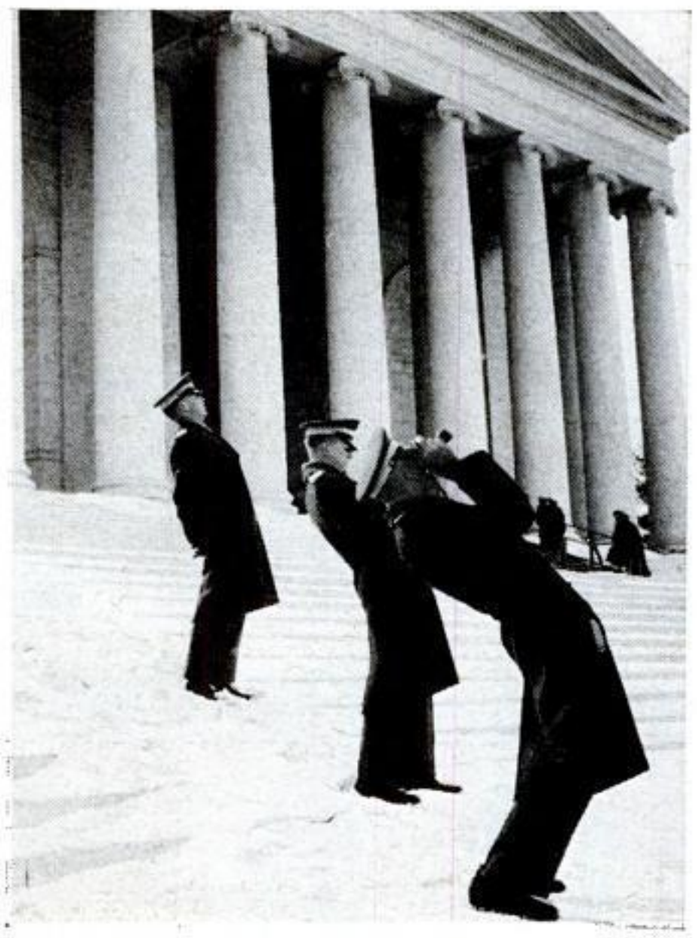




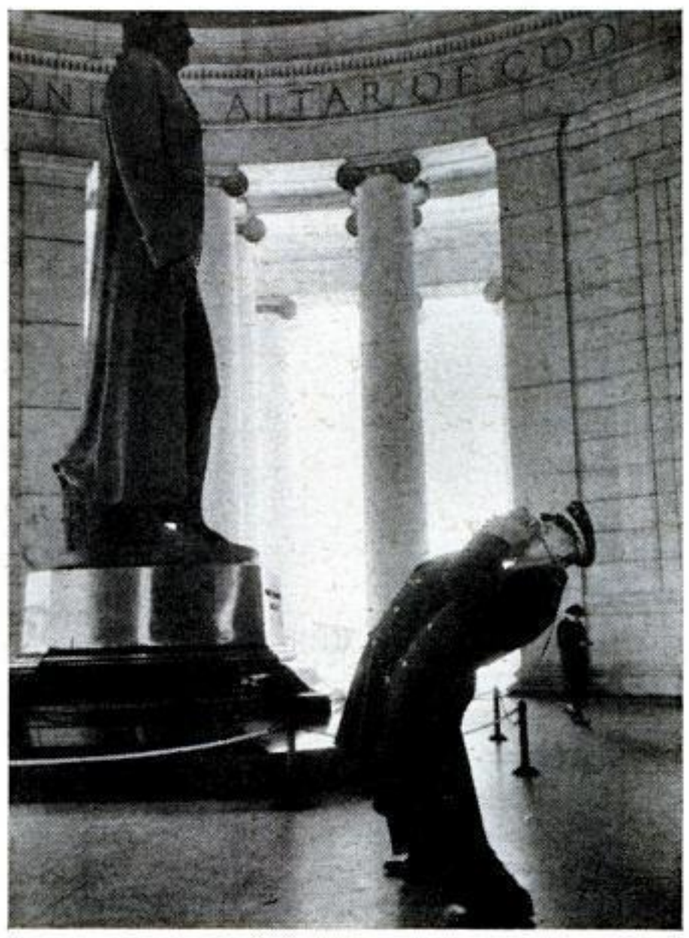
AIR FORCE ACADEMY CADETS LEAVE ONE OF 11 GLOBEMASTERS THAT BROUGHT THEM TO WASHINGTON

THE AIR CADETS HAVE A WASHINGTON WHIRL

Both before and after the big parade, Washington bustled with parties. Among the gayest party-goers were all 500 cadets of the Air Force Academy, who had been flown in from Denver. It was their first inauguration and first chance to show themselves to the country. After a day of sightseeing around the capital, where people were puzzled by their unfamiliar blue uniforms, the corps was given a dance by Air Force Secretary Donald Quarles. For the spit and polish affair a few dates had come from Colorado. Next day the proud new corps followed West Point and Annapolis past the reviewing stand and 40 cadets went to the Inaugural Ball.



CADETS CRANE outside the Jefferson Memorial while one takes picture of jet vapor trails in the sky.

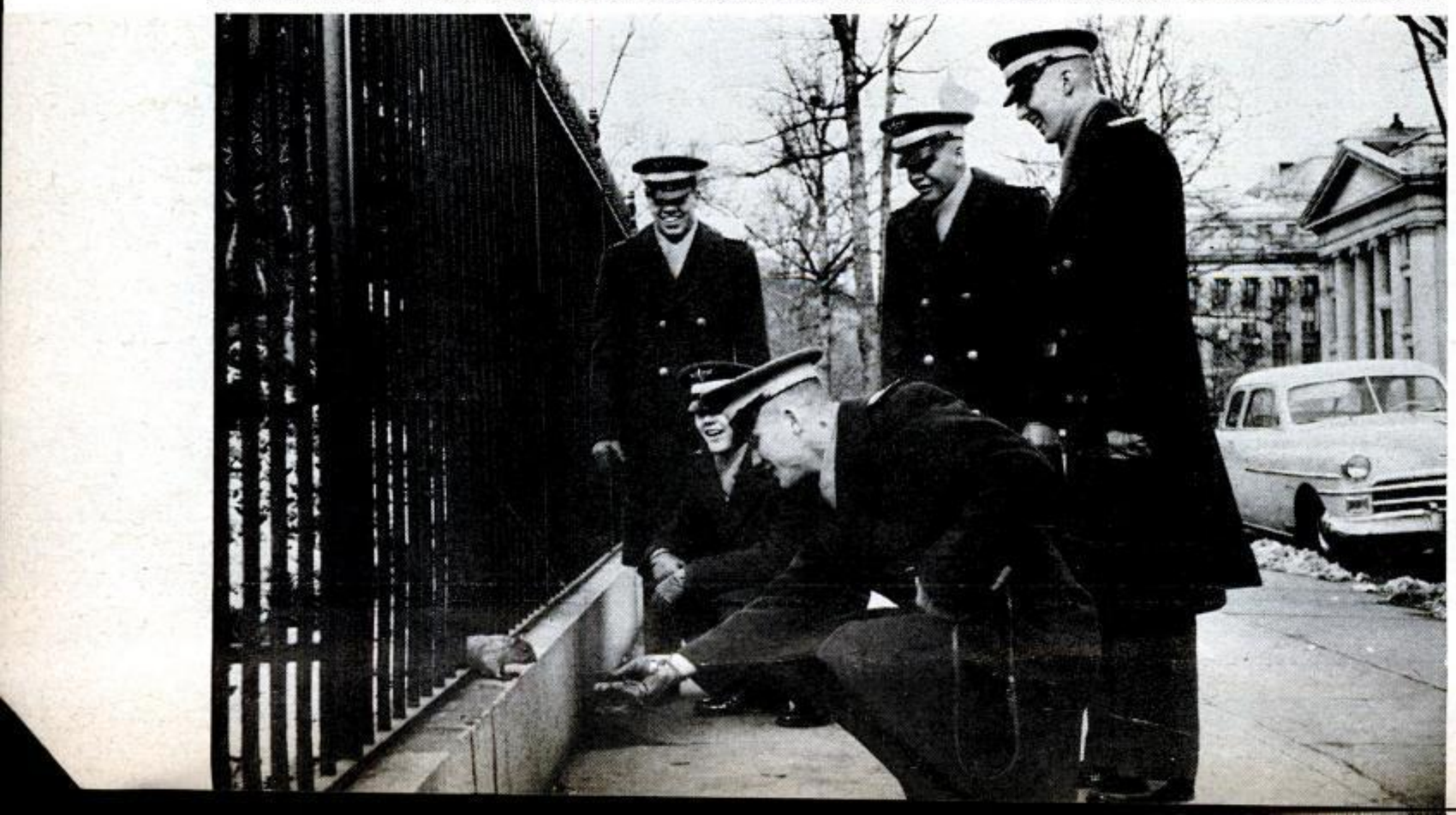


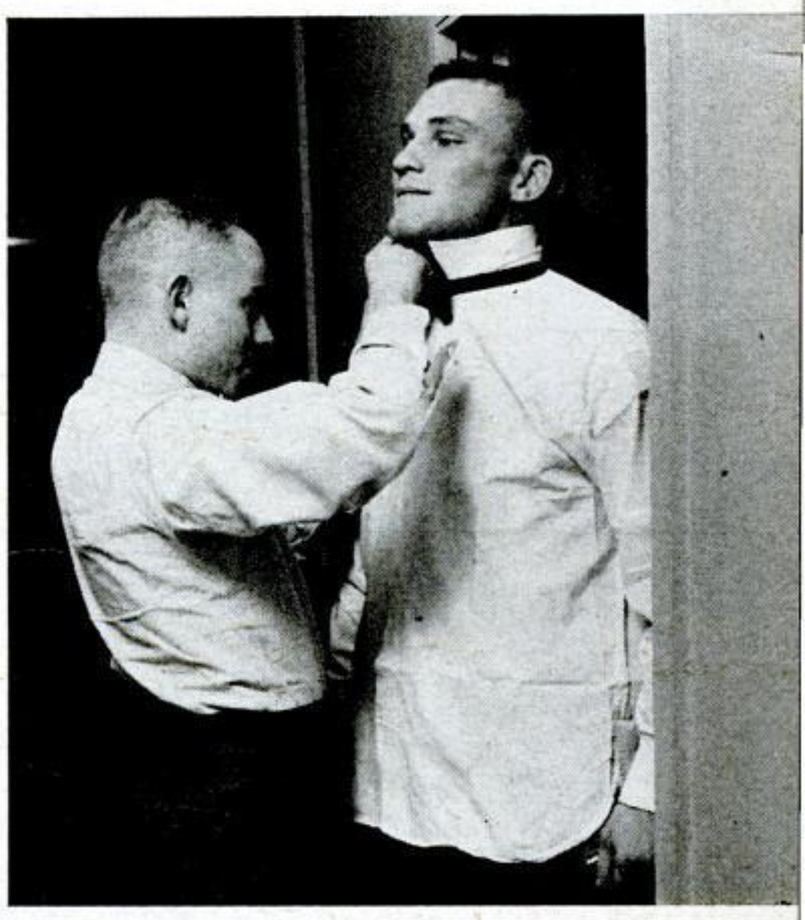
PICTURE POSTURE is taken by cadet inside the Memorial. This was first trip to capital for most.



AT THE QUARLES'S PARTY IN THE BOLLING FIELD

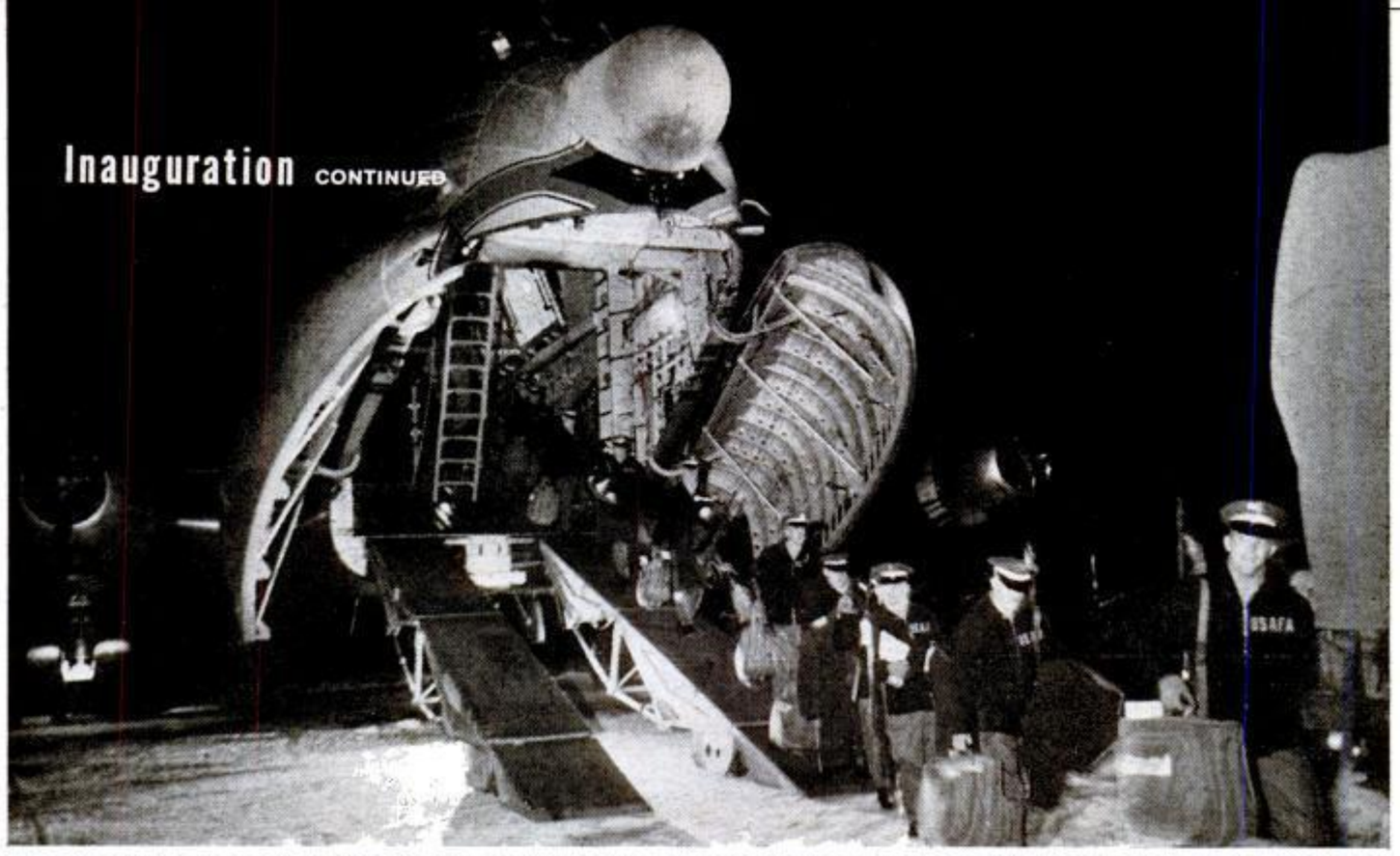
AT WHITE HOUSE FENCE SQUIRREL POKES OUT HEAD AT CADETS WHO WERE HOPING TO SEE PRESIDENT





CELEBRATING CADET Earl Van Inwegen of Lansing, Ill. is helped with bow tie by classmate George

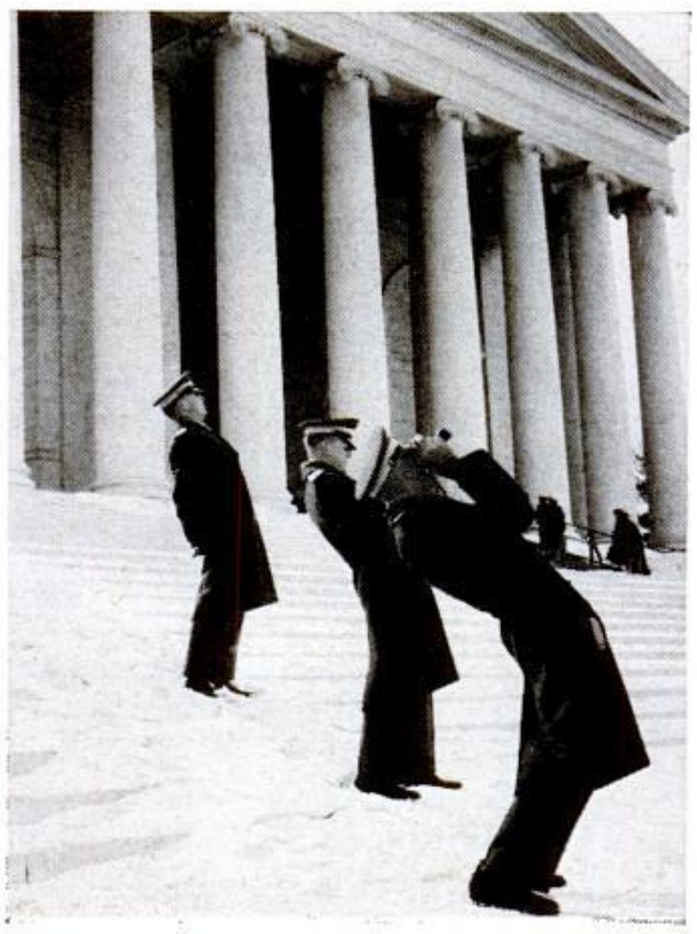
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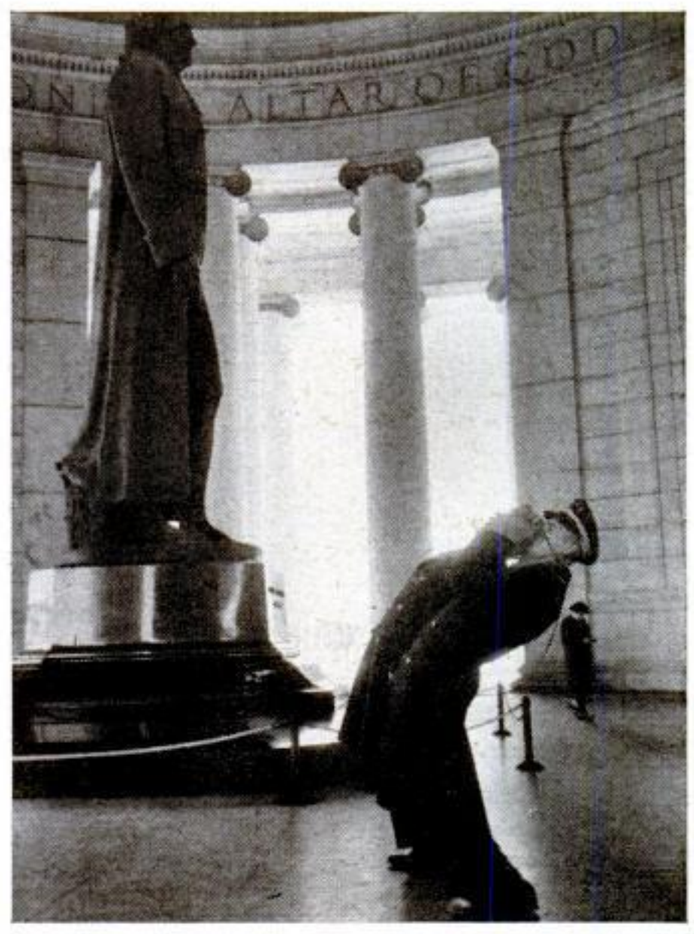
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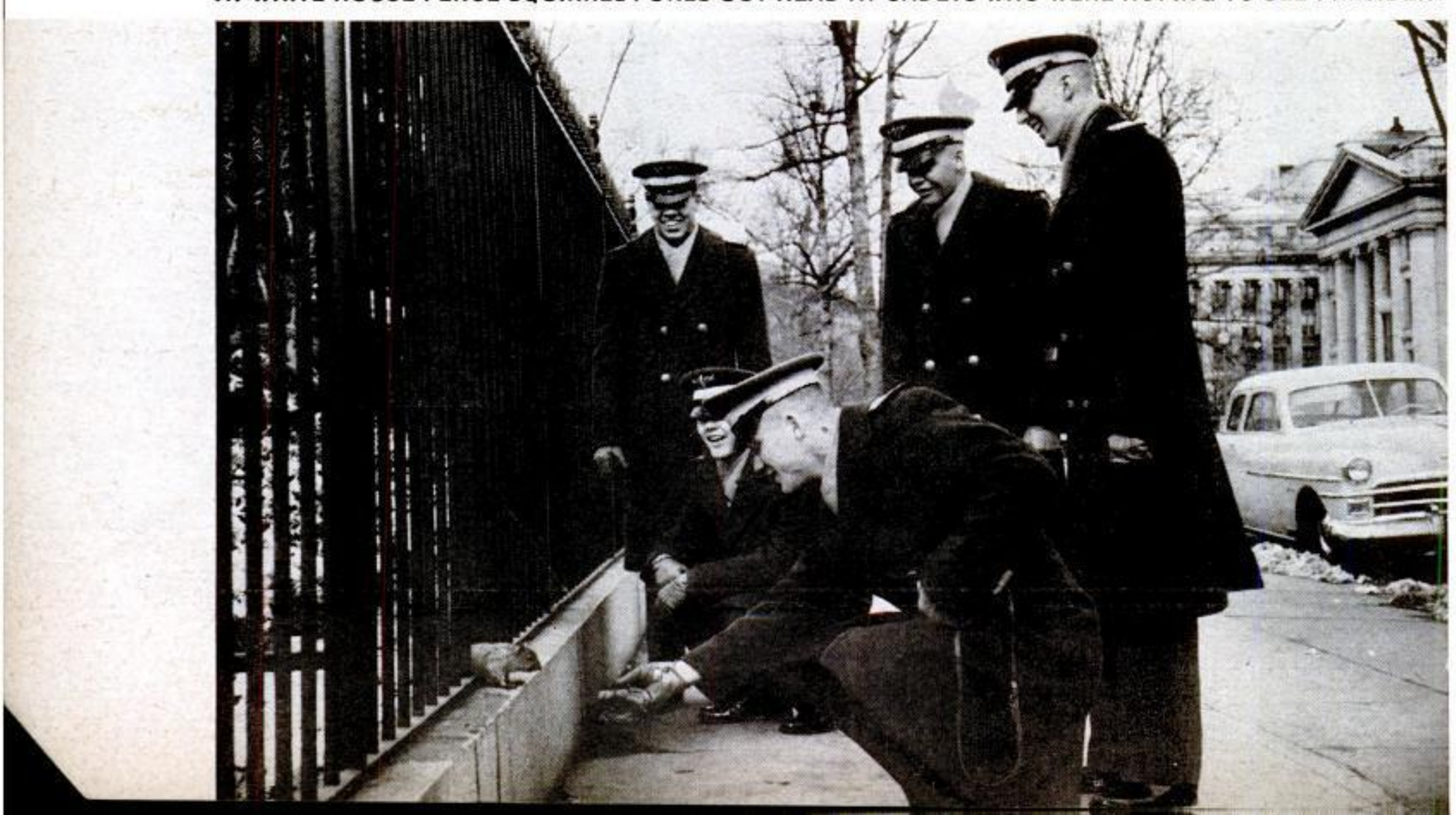


CADETS CRANE outside the Jefferson Memorial while one takes picture of jet vapor trails in the sky.



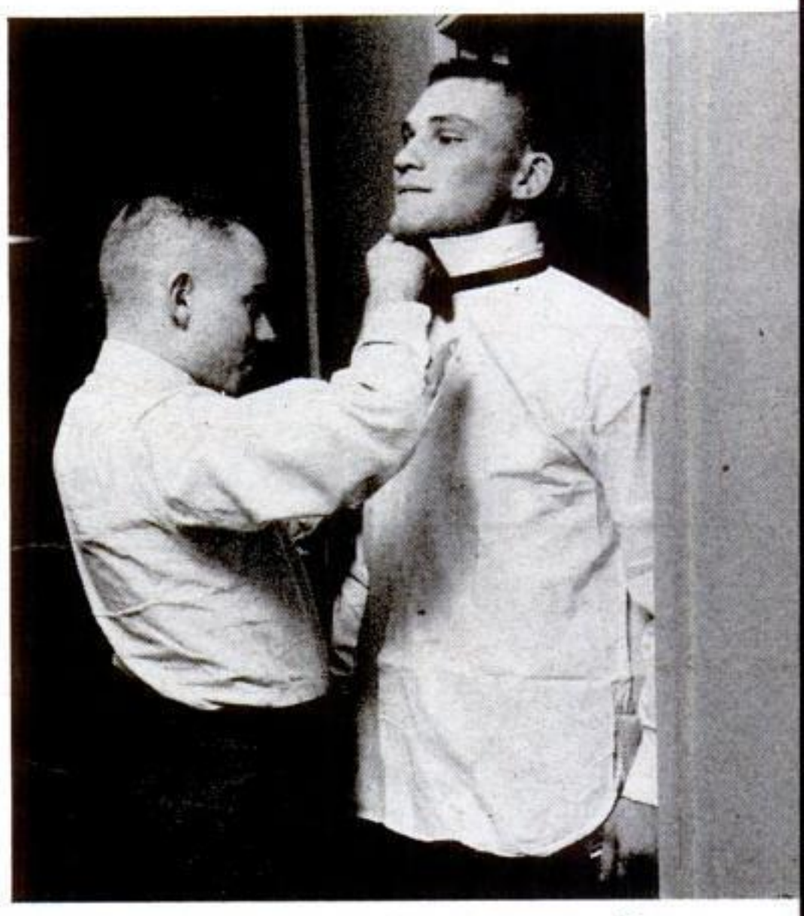
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AT WHITE HOUSE FENCE SQUIRREL POKES OUT HEAD AT CADETS WHO WERE HOPING TO SEE PRESIDENT





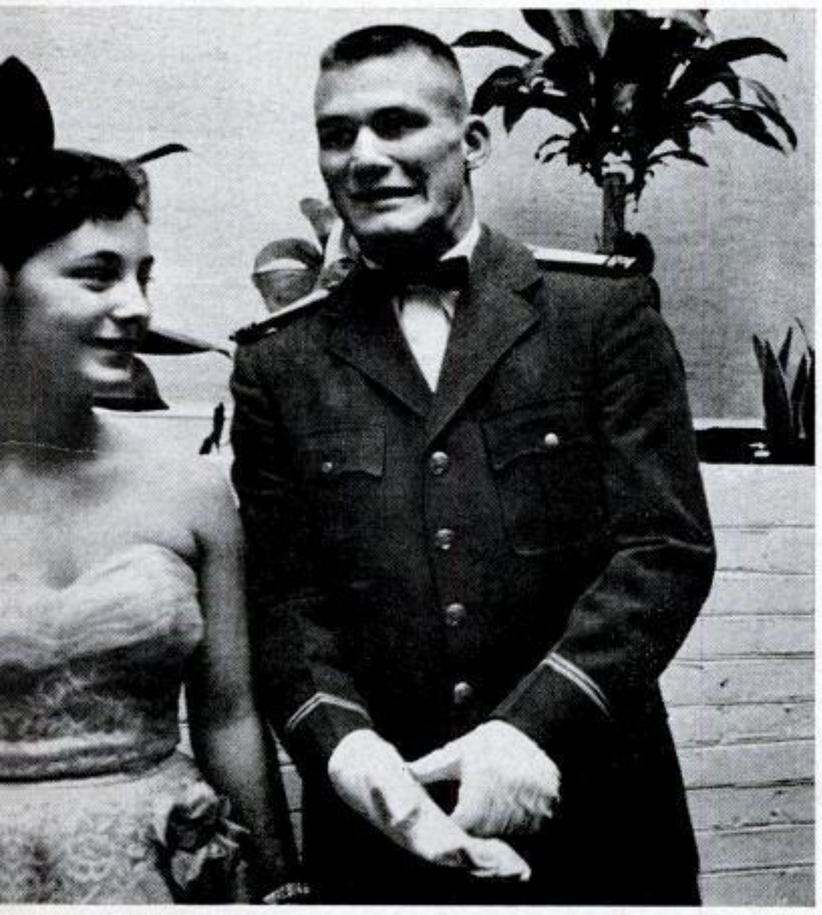
AT THE QUARLES'S PARTY IN THE BOLLING FIELD



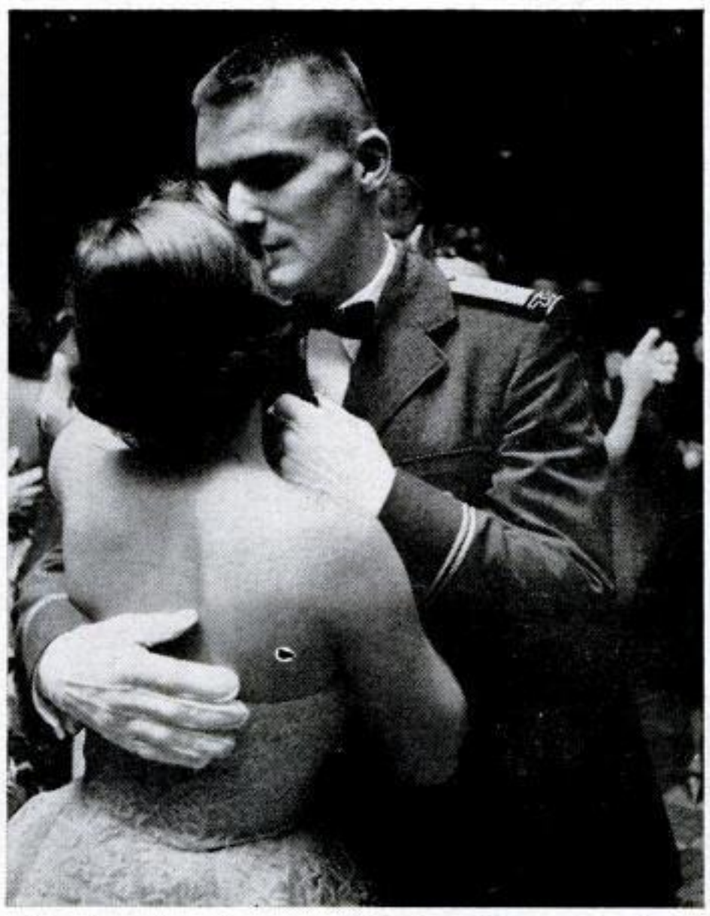
CELEBRATING CADET Earl Van Inwegen of Lansing, Ill. is helped with bow tie by classmate George

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OFFICERS' CLUB, CADETS AND PARTNERS DANCE EXUBERANTLY TO "WHEN THE SAINTS GO MARCHING IN." THE PARTY WAS LIVELY BUT, ON ORDERS, ENDED AT 10



Collier. At party, standing with Carol Itschner of Alexandria, Va., he grimaces nervously after being



introduced to Secretary Quarles. He met Carol for the first time at party, danced with her all evening.

ON KNEES CADET WILLIS DUFF EATS DINNER WITH PATRICIA VAN SICKLEN →

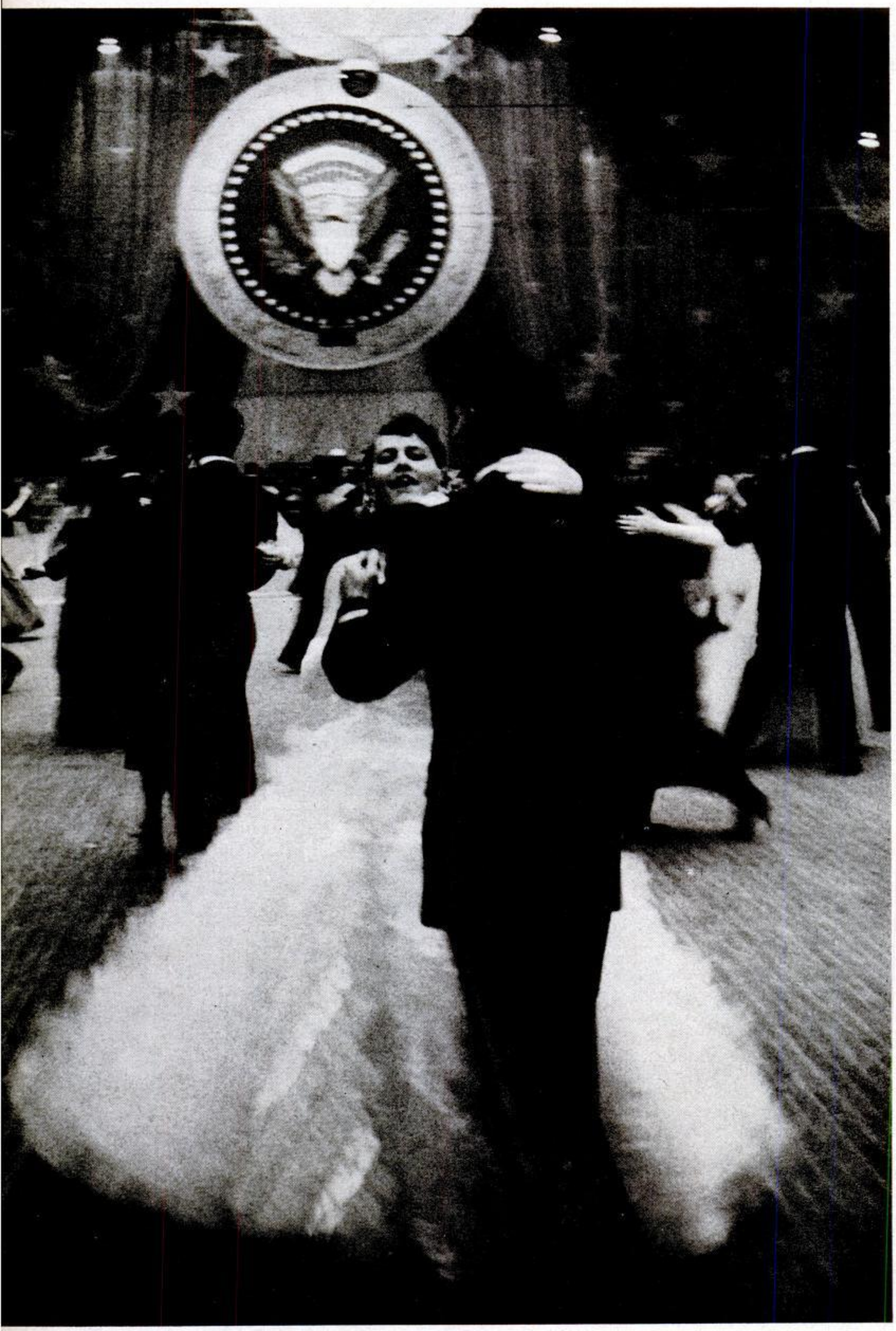


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PARADE OF PARTIES WINDS UP THE BIG DAY

The Inaugural Ball was actually held in four separate places, around Washington, and a total of 15,000 elegantly dressed people turned out to jam them all. Starting at 10:30 in the evening, the Eisenhowers stopped in for a brief visit at each ball. Promptly after their departure the Nixons would arrive. In each place they went the crowds formed in lines and paraded gaily (*top, right*) past the tireless Eisenhowers. Champagne (25,000 glasses of it) flowed long after the guests of honor were back —by 12:30—in the White House and in bed.



BIGGEST BALL, 9,000 people, was held at Armory. Here Lieut. Isaac Lake dances with Betsy Hurst.



LINE OF CELEBRATORS LINK ARMS AND MARCH



PRESIDENT WAVES at dancers in Armory. Eisenhowers only watched, did not leave box to dance. →

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ACROSS THE ARMORY FLOOR TO GREET THE PRESIDENT. HE WAS TRAVELING ON SUCH A TIGHT SCHEDULE THAT HE STAYED AT THIS PARTY ONLY 20 MINUTES

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THE QUIET MAN WITH A QUIRK AND A QUARREL



IN AN OLD HOUSE in the Brooklyn section of Waterbury, Conn. lived a quiet, secretive man named George Metesky, 53, with a quirk in his mind and an unsettled quarrel which he clandestinely carried on for 16 years.



TWO DOTING SISTERS, Anna (*left*) and Mae, gave Metesky weekly allowance from their factory earnings because he was a partial invalid. They



UNFRIENDLY TO NEIGHBORS, like Mrs. Alice McDaniel (*right*) whom Anna here passes on the way home from her job in a buckle factory, the family kept mostly to themselves. All three regularly attended a Catholic church. But George never confessed bombings to priest.



WARY OF CHILDREN, like the Joseph LeBels' (*above*), George did not like to catch them looking down into Metesky yard. Whenever a ball bounced onto property, he kept it.



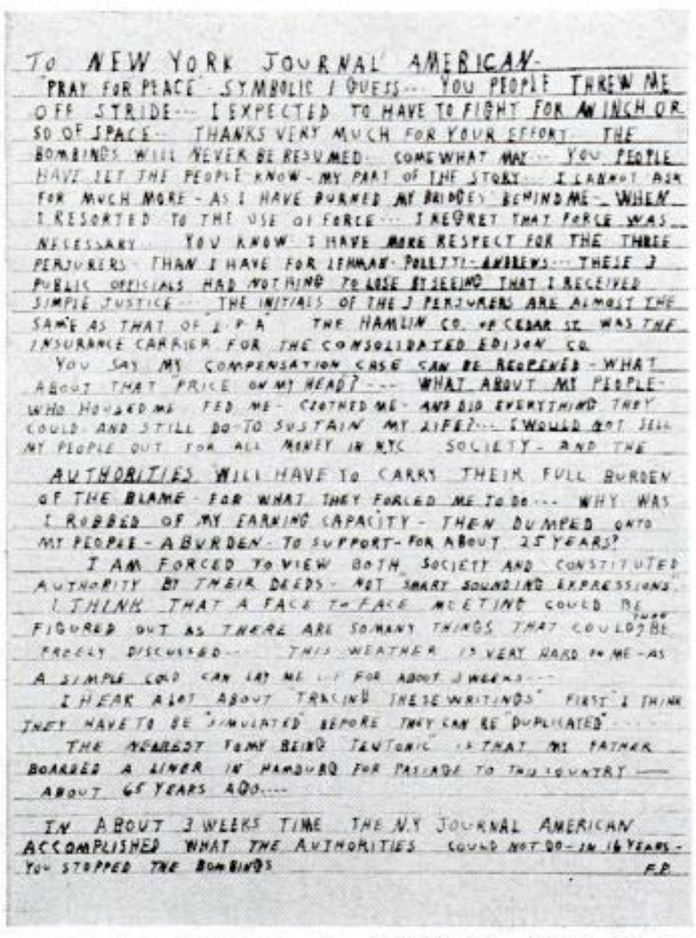
FUSSY ABOUT VISITORS, Metesky and the sisters insisted that neighborhood boys keep their distance. George Valiulis (*rear*), 14, could enter upon



FUEL FOR FORAYS against New York sometimes was bought by Metesky at Michael Croce's gas station in Waterbury. He put bombs mostly in establishments that were large customers of Con Edison.



CLOSE CALL for Metesky came when bomb he had left in seat at Radio City Music Hall (*above*) exploded as he was leaving. He started to run, was grabbed by the manager who apologized for the disturbance.



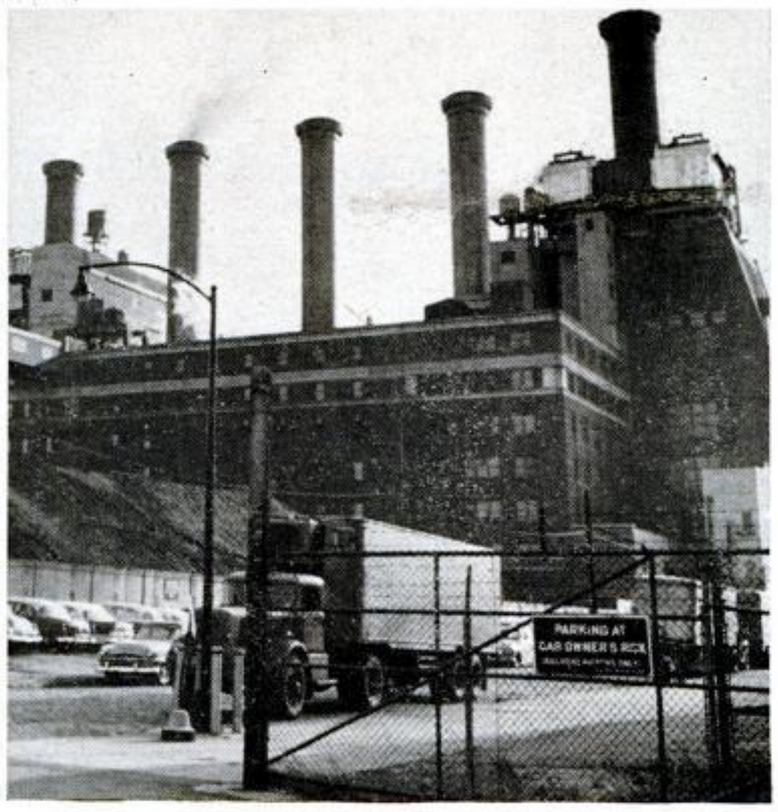
To NEW YORK JOURNAL AMERICAN-
PRAY FOR PEACE - SYMBOLIC I GUESS-- YOU PEOPLE THREW ME OFF STRIDE--- I EXPECTED TO HAVE TO FIGHT FOR AN INCH OR SO OF SPACE--- THANKS VERY MUCH FOR YOUR EFFORT - THE BOMBINGS WILL NEVER BE RESUMED - COME WHAT MAY--- YOU PEOPLE HAVE LET THE PEOPLE KNOW - MY PART OF THE STORY--- I CANNOT ASK FOR MUCH MORE - AS I HAVE BURNED MY BRIDGES BEHIND ME - WHEN I RESORTED TO THE USE OF FORCE--- I REGRET THAT FORCE WAS NECESSARY--- YOU KNOW I HAVE MORE RESPECT FOR THE THREE PERJURERS - THAN I HAVE FOR LEHMAN - POLETTI - ANDREWS--- THESE 3 PUBLIC OFFICIALS HAD NOTHING TO LOSE BY SEEING THAT I RECEIVED SIMPLE JUSTICE--- THE INITIALS OF THE 3 PERJURERS ARE ALMOST THE SAME AS THAT OF J P A THE HAMLIN CO. OF CEDAR ST. WAS THE INSURANCE CARRIER FOR THE CONSOLIDATED EDISON CO.
YOU SAY MY COMPENSATION CASE CAN BE REOPENED - WHAT ABOUT THAT PRICE ON MY HEAD?--- WHAT ABOUT MY PEOPLE - WHO HOUSED ME FED ME - CLOTHED ME - AND DID EVERYTHING THEY COULD AND STILL DO TO SUSTAIN MY LIFE?--- I WOULD NOT SELL MY PEOPLE OUT FOR ALL MONEY IN NYC SOCIETY - AND THE AUTHORITIES WILL HAVE TO CARRY THEIR FULL BURDEN OF THE BLAME - FOR WHAT THEY FORCED ME TO DO--- WHY WAS I ROBBED OF MY EARNING CAPACITY - THEN DUMPED ONTO MY PEOPLE - A BURDEN - TO SUPPORT - FOR ABOUT 25 YEARS?
I AM FORCED TO VIEW BOTH SOCIETY AND CONSTITUTED AUTHORITY BY THEIR DEEDS - NOT SMART SOUNDING EXPRESSIONS
I THINK THAT A FACE TO FACE MEETING COULD BE FIGURED OUT AS THERE ARE SO MANY THINGS THAT COULD BE FREELY DISCUSSED--- THIS WEATHER IS VERY HARD ON ME - AS A SIMPLE COLD CAN LAY ME UP FOR ABOUT 3 WEEKS---
I HEAR A LOT ABOUT TRACING THESE WRITINGS FIRST I THINK THEY HAVE TO BE SIMULATED BEFORE THEY CAN BE DUPLICATED---
THE NEAREST TO MY BEING TEUTONIC IS THAT MY FATHER BOARDED A LINER IN HAMBURG FOR PASSAGE TO THIS COUNTRY — ABOUT 65 YEARS AGO---
IN ABOUT 3 WEEKS TIME THE N.Y JOURNAL AMERICAN ACCOMPLISHED WHAT THE AUTHORITIES COULD NOT DO - IN 16 YEARS - YOU STOPPED THE BOMBINGS
F.P.

GRATEFUL LETTER signed F.P. for "Fair Play" was sent to New York *Journal-American* which offered to air grievances if bomber surrendered. Series of such letters gave clues that helped break case.

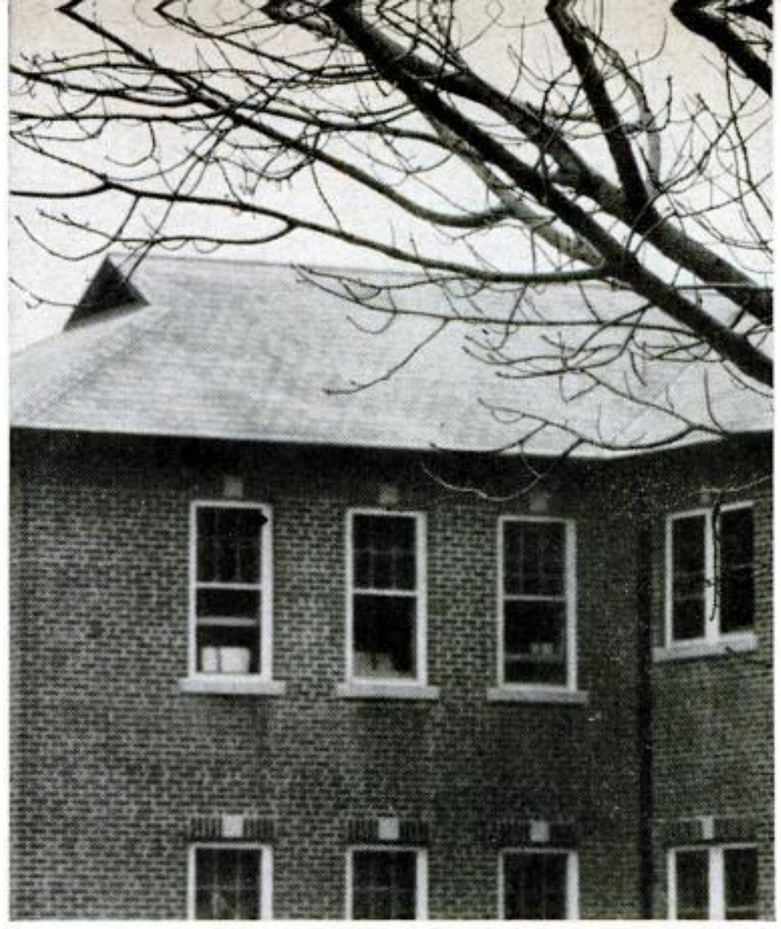
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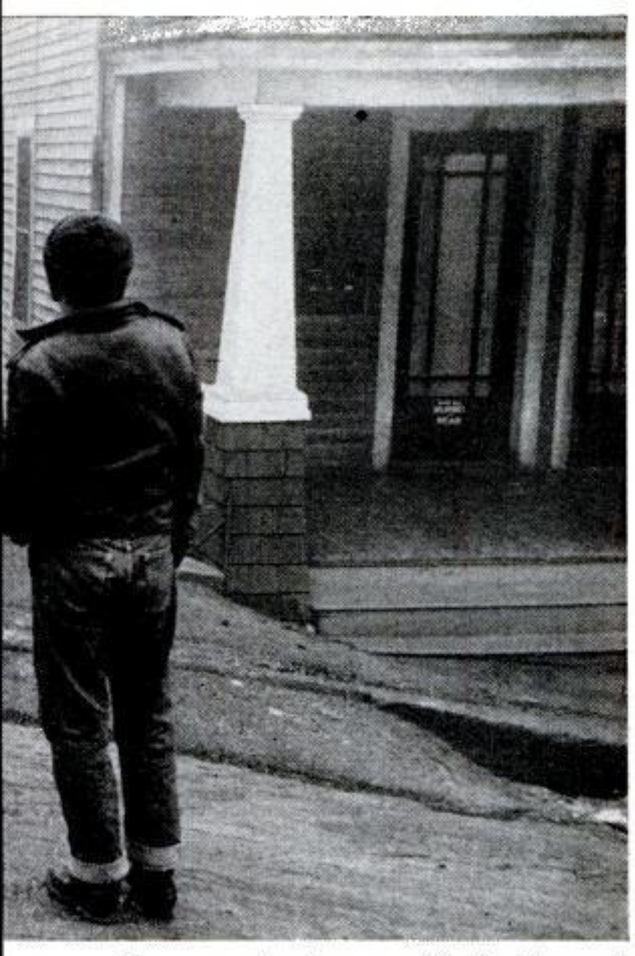
knew that he spent much time in his home workshop, but they never suspected what he did there—make bombs which he planted around New York.



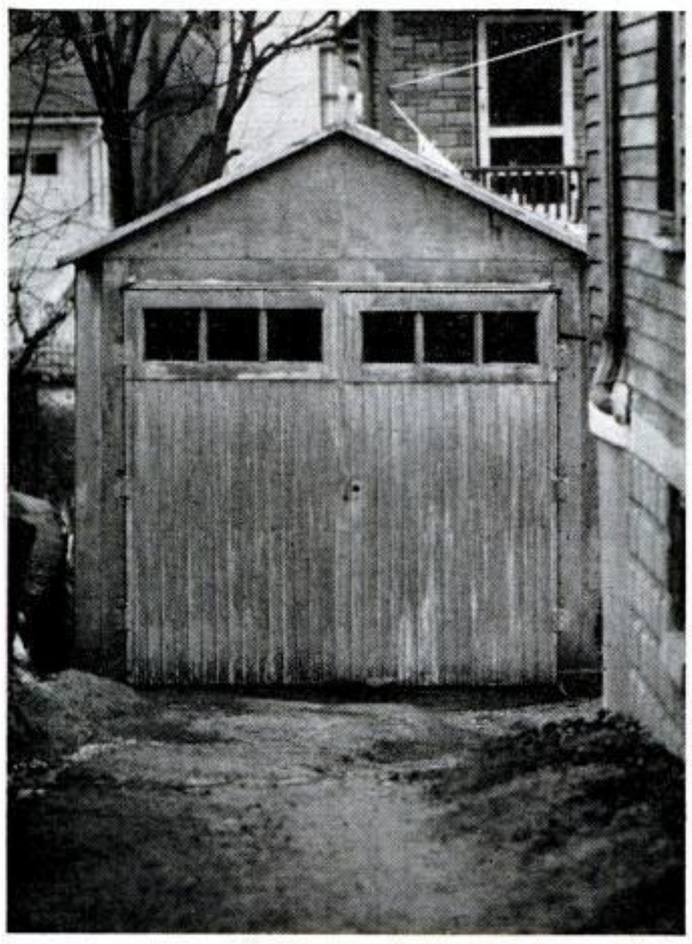
HIS HATED ENEMY was big New York utility, Consolidated Edison, which runs this plant where George worked in 1931. He believed that a blast of boiler gas wrecked his health. Revenge against Con Edison became an obsession.



A BITTER MEMORY for George was sojourn in 1941 at Undercliff Sanatorium in Meriden, Conn. where he was treated for tuberculosis brought on, he thought, by his utility job. He had already placed his first bomb in New York.



the property because his family rented the second floor. But chums like 12-year-old Jackie Villette (*foreground*) had to call to him from across street.



GUARDED WORKSHOP was in Metesky's garage. Here he milled pipe fittings on his lathe, filled them with smokeless powder, installed watch parts and flashlight batteries—and thus fashioned his bombs.



A SELF-INDULGENCE, a $4,000 British Daimler he saw in this Manhattan showroom, was bought by George in 1954, using money saved from allowance sisters gave him. He used it to take his bombs to New York, which now knew him as the "Mad Bomber."



MIDNIGHT CALLERS at bomber's home were these New York detectives who made arrest and got a confession after a Consolidated Edison clerk had turned up an old file of Metesky letters which echoed phrases in the "F.P." letters. Of the 36 bombs he had planted over 16 years, 22 had exploded, injuring 15 persons.



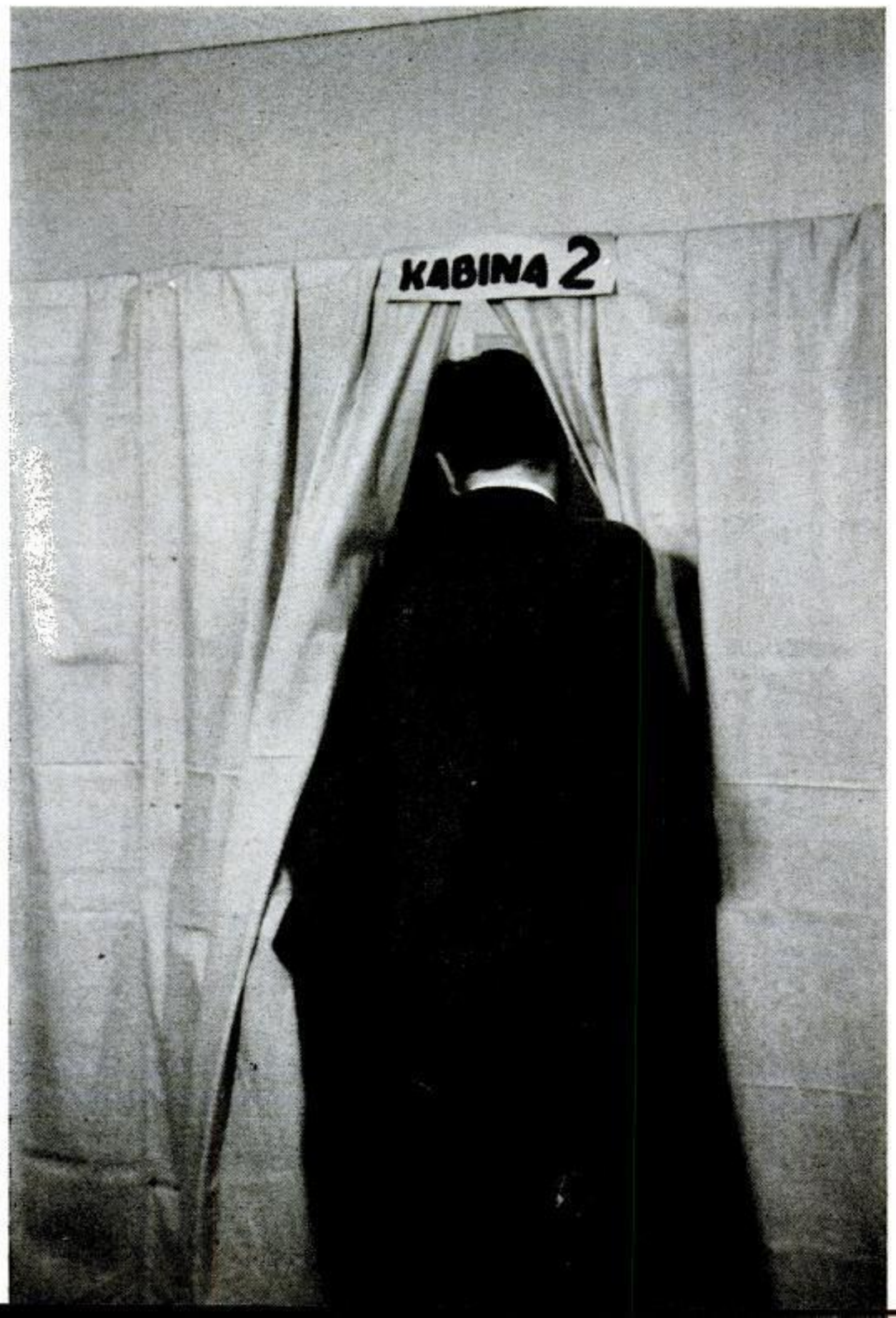
CAUGHT AT LAST, "MAD BOMBER" METESKY BEAMS FROM CELL →



PRO-GOMULKA LEAFLETS are caught by youngsters playing outside campaign truck plastered with posters and playing rock 'n roll records day before election.



YOUNG HELPER puts mother's ballot in box. Simply by turning in unmarked ballot, a vote automatically went to Gomulka candidates at the head of the list.



A GAMBLE BY GOMULKA WINS IN POLAND

Fear of Russia enables him to sweep an election

In Poland last week some 16 million voters went to the polls in the most momentous election—and the most honest one—ever held in a Communist state. Under the rule of nationalist Communist boss, Party Secretary Wladyslaw Gomulka, the ballot offered a genuine, if limited, choice. Up for 415 seats in the parliament were 730 names, ranging from Stalinists to nonparty members and Gomulka's pro-Polish moderates.

With this gesture to freedom, Gomulka risked repudiation by his restively anti-Communist people. His policy was firm but cautious independence of Russia (LIFE, Jan. 14). Knowing the danger, he evoked memories of Russia's ruthlessness in Hungary as he warned, "To cross out Communist candidates is to cross . . . Poland from the map of European states."

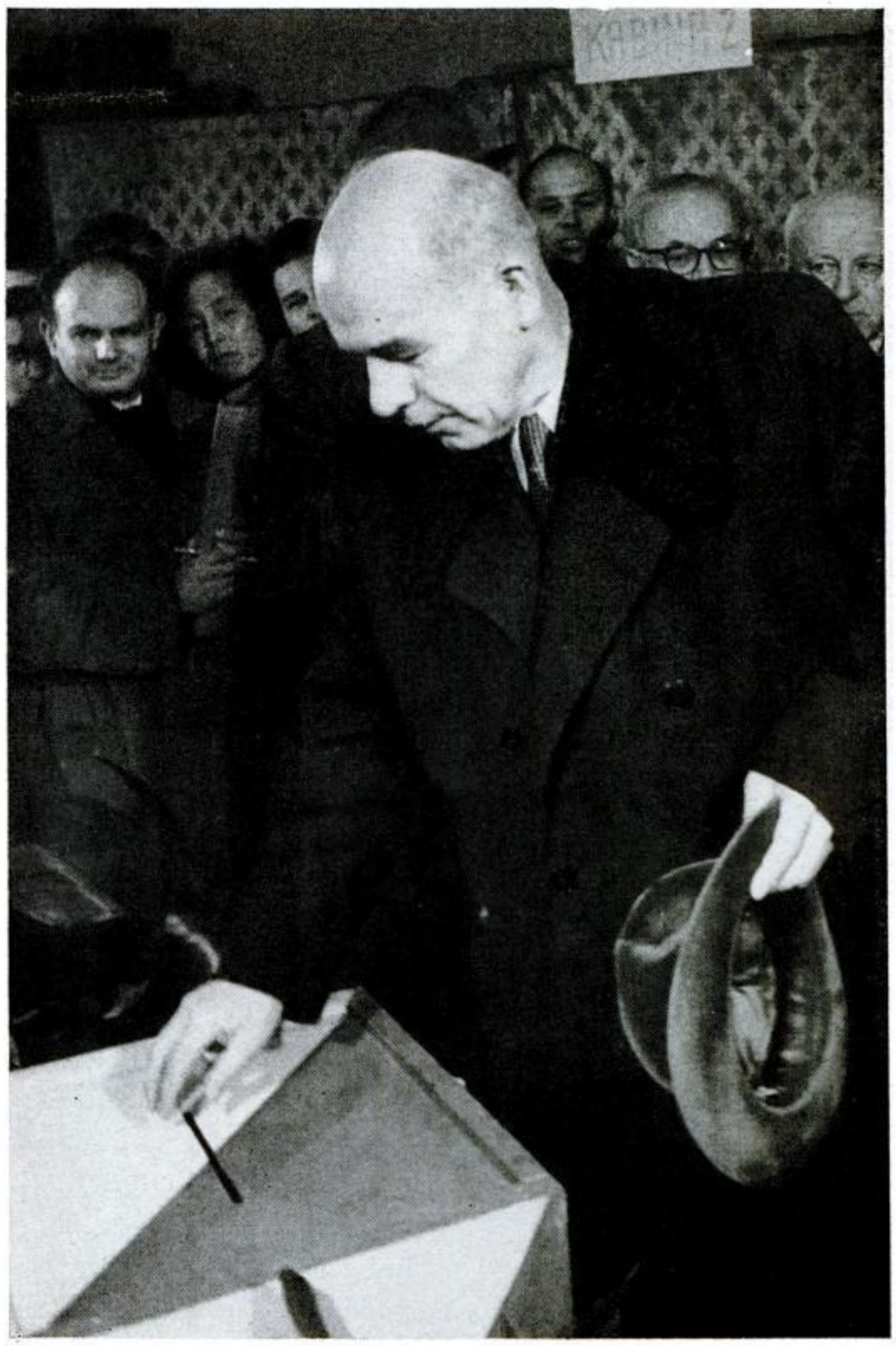
Supported by the Roman Catholic Church (*p. 38*), Gomulka won his gamble. In a count which Western observers believe honest, an astounding 98.4% of the voters endorsed Gomulka's slate. "Gomulka chased away the Russian," explained one voter. "If we have to follow a Communist, we'll follow him." Meanwhile, as Poland announced its victory, the U.S. announced it is taking steps to sell Poland farm supplies on credit.

VOTING IN SECRET, instead of turning in an unmarked ballot, student enters *kabina* (booth). This could mean that he was crossing out Gomulka candidates.

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FRANCISCAN NUNS present their credentials at a Warsaw polling station. Like many of the religious, they were responding to Church's appeal for all to vote.



THE WINNER, Wladyslaw Gomulka, whose official position is first secretary of Poland's Communist party, casts his ballot at polls near his Warsaw apartment.



ADMIRERS AND THEIR HERO, Poles surround Gomulka as he goes home from voting. A crowd of several hundred tagged along behind, singing the *Sto Lat* (*Hundred Years*), the Polish equivalent of *For He's a Jolly Good Fellow* in which serenaders wish him a hundred-year lifetime. At one corner, he joined in singing.

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CATHOLIC PRIMATE Cardinal Wyszynski greets Catholics after his pre-election appeal for patience.

Poland CONTINUED

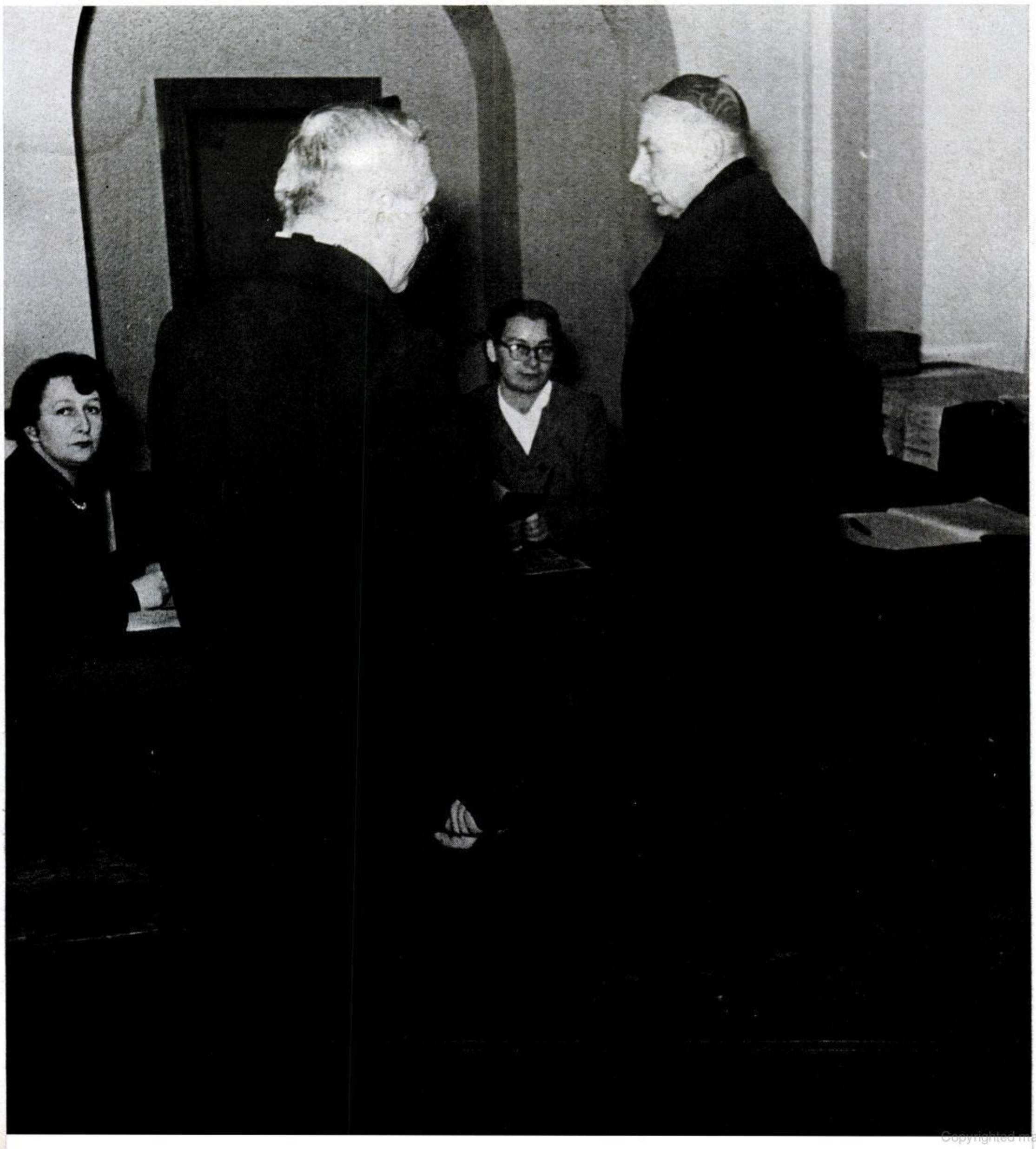
CHURCH VOTES TO STAVE OFF THE ALIEN

The Polish Catholic Church ceased its opposition to the Communist regime when Gomulka released Poland's spiritual leader, Stefan Cardinal Wyszynski (LIFE, Nov. 12), and granted religious freedoms. As the election approached, the Church threw its great strength on the side of Gomulka.

Cardinal Wyszynski himself took no part in the election beyond continuing his general counsel for patience. But officially, the Church urged all Catholics to vote, thereby helping to stem a threatened boycott of the polls and a consequent repudiation of Gomulka by default.

Because voting was held on Sunday, the Church offered to reschedule Masses to allow parishioners to get to the polls. The cardinal himself made sure to vote. One of his bishops openly went to the polls with a Gomulka candidate. In one parish, a priest led worshipers directly from the church to vote. In another, a nun voted with the prayer: "In the name of the Father, the Son and the Holy Ghost, grant good luck to Gomulka!" Afterward the Vatican press explained that the Poles were right in choosing the "new course" of Gomulka over a Communism imposed by the Russian army.

IN EXCLUSIVE PICTURE, MADE AFTER HE AVOIDED PRESS ALL DAY LONG, THE CARDINAL (RIGHT) IS SHOWN ON A SECRET VISIT TO POLLS, READY TO VOTE



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Hard day on the slopes?
Head back to the glowing warmth of Hot Buttered Tomato Soup.



Swoosh—down the hill!
And lickety-split home for Campbell's Tomato Soup, topped with a golden-butter pat.

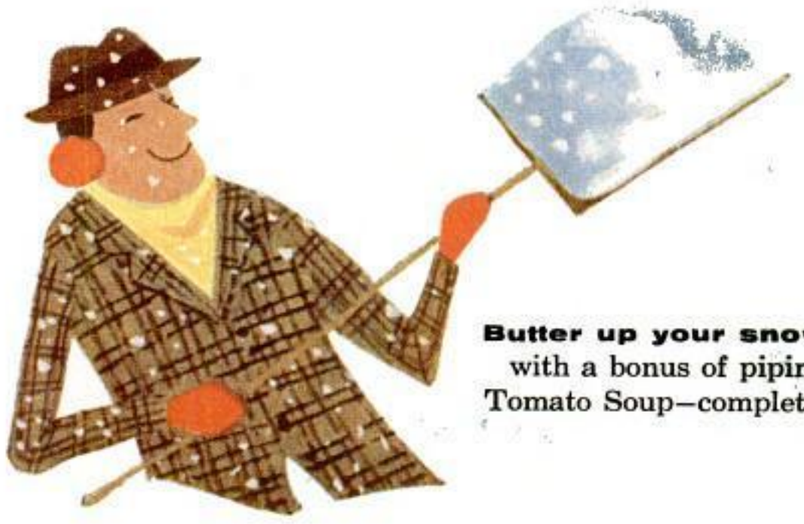




Even the littlest snowman
likes to come home to Campbell's Hot Buttered Soup—the ripe-red-tomato goodness, good 'n hot 'n nourishing.



For runners-up
—thaw them out with a crackling-warm mug of Hot Buttered Soup.



Butter up your snow shoveler
with a bonus of piping-Hot Buttered Tomato Soup—complete with vitamins.



SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for general well-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day…every day…SOUP!

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Anne Klein of Junior Sophisticates highlights one of wool's magnificent colors. Combines lofty tweed with sheer worsted in this red-on-red costume. Only wool gives such depth to dazzling color because wool takes the dye to its heart. Its color lasts, cleaning after cleaning. Dress under bloused jacket is a slim sleeveless sheath.



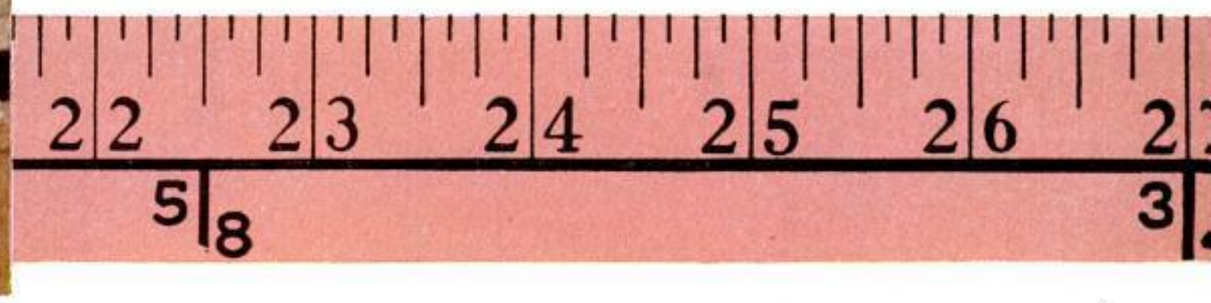
Donald Brooks of Darbury deftly styles a slimming coat in boldly striped wool tweed. Proves conclusively how flattering the season's bulky-look tweeds can be. And practical! Wool thrives on an active life . . . gives you smart, featherlight weather protection.

America's young

Wool's trend-setting textures and



Stefan of Briarbrook molds beige chiffon-weight worsted flannel into a true *grand-manner* suit. Curved, belted . . . with new tunic-look skirt. Gentle elegance is heightened by wool's creamy smooth texture. This is superb fashion. Its modest cost is completely disguised by the natural richness—the luxury look of wool.



nothing

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designers make news in wool

sophisticated colors inspire fresh fashions for the American scene



Kasper of Arnold & Fox chooses airborne worsted for a suit with new bell skirt—brief jacket. It will keep its crisp, neat freshness day after day. Thanks to wool's natural spring-back quality—wool holds its clean-cut shape, shrugs off wrinkles—never gets that tired, rumpled look.



Jeanne Campbell of Sportwhirl turns a light-as-air checked worsted into a "let's-go-anywhere" dress with forward-looking lines. See how it molds the figure, for wool has natural resilience—drapes exactly as the designer orders. And airy wool spans the seasons—you'll still wear *this* dress in July.

All of these young designer fashions are in fine American-made wools—available at: The Dayton Company, Minneapolis; The J. L. Hudson Co., Detroit; Joseph Magnin, San Francisco; Stix, Baer & Fuller Co., St. Louis; John Wanamaker, Philadelphia.

measures up to Wool



For further information, write Wool, Dept. L-5, 420 Lexington Avenue, New York 17

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New RCA WHIRLPOOL DRYER freshens your clothes with a built-in sunlamp - saves you 297 hours a year!

5 temperatures to give you the right heat for every fabric!

Clothes lines, heavy with limp wet clothes, need never darken your basement again!

You can save up to 6 hours a week with this new RCA WHIRLPOOL dryer—and you'll get perfect drying! Ultra-Violet rays keep drying air fresh and sweet, without sun-fading. There's a built-in "sun"—plus a built-in breeze—right at your fingertips! And all fabrics are safe with five different heats, from room temperature up to 195°.

Best of all, gentle tumbling fluffs your clothes—towels come out 34% fluffier, everything you dry is easier to iron. See your RCA WHIRLPOOL dealer this week.

Now all-porcelain white or new Matchmaker colors—green, yellow, pink. Matching 2-speed washer.



RCA Whirlpool

Whirlpool-Seeger Corporation, St. Joseph, Michigan. (Use of trademark RCA and RCA authorized by trademark owner, Radio Corporation of America.)

Blue Ultra-Violet lamp gets clothes sunshine fresh



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EDITORIAL

INFLATION—A DISEASE OF THE BUDGET

EISENHOWER DRIVE FOR GOVERNMENT ECONOMY IS IN DANGER OF LOSING ITS STEAM

Quite apart from its Himalayan size, President Eisenhower's $71.8 billion budget—the biggest in peacetime history—is remarkable in many ways. Not least is the paradox that Secretary of the Treasury Humphrey, while calling it "the best we could do," is nevertheless openly inviting Congress to slash the budget if it can and the President himself is seconding the invitation. But the most important question the budget raises is whether or not President Eisenhower is losing his control of inflationary pressures, including bigger government spending.

At the end of the first year of his first term he proudly reported that these pressures were being curbed, taxes had begun to go down, the cost of government had been reduced; "the discouraging trend of modern governments toward their own limitless expansion has, in our case, been reversed." In his 1957 budget message and subsequent remarks, the President again bespoke the desirability of such policies, but his budget in every instance called for more spending and the President himself had this to say: "As long as the American people demand and, in my opinion, deserve the kind of services that this budget provides, we have got to spend this kind of money." Moreover, by listing higher government spending as a factor auguring well for continued "prosperity," the President seemed to be trying to curb inflation, while also riding it at a gallop. Here lay Humphrey's sharpest dissent: "I don't think you can spend yourself rich."

●

Certainly the President's fiscal planning faces unenviable dilemmas. In part, the $2.9 billion increase, a rise of more than 4%, is itself the penalty of renewed inflation, which saw a 2.9% rise last year in general prices. At least 63% of the total is for defense, whose costs are unavoidably increased by the more complex and costlier weapons. The 10% for interest on past debts is completely unavoidable. Another $400 million increase in "civil benefits" is for those social services—federal aid for schools, highways, investments in natural resources, etc.—which are an integral part of the "modern Republicanism" the President promised the electorate. Moreover, the soaring budget is not quite so frightening when viewed in terms of a growing economy. It is 11% higher than Ike's lowest budget, fiscal '55, but since then the national income has risen about 5% and the government's receipts by 16%. That budget took 20% of the national income; fiscal '58 will take no more; if income keeps rising it will actually take less. Finally, this budget also has the saving grace of being balanced and showing a $1.8 billion surplus.

All this being true, the budget is still in many respects a shocker and is in itself the strongest evidence that inflation is going to remain our biggest problem. Even the anti-inflationary effect of the surplus itself is diminishing, because the cash-budget surplus (which reflects social security and other trust fund income) is shrinking from $3.5 billion this year to $3 billion next. All in all one cannot escape the conviction that Ike's budget is a renewal of that trend of "limitless expansion" which he himself deplored.

This trend even seems to follow a mathematical rule which London's *Economist* once, only half-humorously, styled "Parkinson's Law" (after nobody). Observing that in a period when the British fleet decreased by 67%, its administrative staff had increased by 78%, the *Economist* deduced that the tendency of government to proliferate actually bears no relation whatever to the work to be done, but automatically multiplies itself at an annual rate of about 6%. Similarly, between 1935 and 1954, when the number of British colonies were steadily shrinking, the number of colonial office officials rose from 372 to 1,661, an average increase of 5.89% per year. "Parkinson's Law" has two axioms: 1) any official seeks to multiply his subordinates, and 2) these subordinates make unnecessary work for each other.

Amusingly enough, Parkinson's Law seems to be at work, not only in Eisenhower's budget as a whole but even in the section of it controlled by that economy watchdog, Humphrey himself. Take two of Humphrey's departments—the Bureau of Customs and the Bureau of the Mint. The first, during a two-year period, has risen from 500 employes to 726 and thence to 741, an annual average increase of 24%. In the Mint the rise has run from 734 to 769 and thence to 843—an average rise of 6.7%. Humphrey is clearly right in urging Congress to apply a microscope to all these encroachments of governmental Parkinson's disease.

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But quite seriously, the insidious effect of the disease is shown most clearly in that department—agriculture—whose policies Ike and his dedicated Secretary Benson have tried hardest to reform. It is astounding to find this Administration budgeting for farm subsidies an amount ($4.97 billion) some 41% higher than Truman's last year ($2.9 billion). A cool $1.5 billion of the increase is for the Soil Bank and conservation loans which are a part of Benson's planning for reversing agricultural Parkinsonism, but the huge rise itself illustrates how, once the disease takes hold, its cure becomes even more expensive. While Congress is accepting Humphrey's invitation to fine-tooth comb the budget, it might do well to resurrect a measure, which died last year in committee, to put a $25,000 limit on the farm subsidies any single farmer or corporation can receive. Is there any reason why the U.S. taxpayer should pay—as he does—a $1.9 million subsidy to Mississippi's Delta & Pine Land Co., a British stock corporation, to raise unneeded cotton?

The worst symptom of all is the growing tendency to accept inflation as "inevitable"—and even to anticipate it, making decisions now to allow for more inflation later. Here, the largest part of the blame lies less on government than on the individual decisions of a free economy. There is a growing "collusion" between Big Labor and Big Business, a tendency on the part of the first to force bigger raises than its rise in productivity justifies, and of the second to grant them for a tacit acceptance of bigger price rises than the wage raise justifies. The biggest offenders, as General Electric's Lemuel Boulware recently admitted, have been the biggest companies. Their wage policies have been the most inflationary and their cost-of-living wage escalators are, in fact, no inflation-protector at all, but as they become general simply spread the inflationary pressure. What the nation needs is some courage, statesmanship and missionary work on the part of union leaders to educate their members to the fact that wage raises, to be genuine, must be geared to productivity gains. It needs a stronger, more public-minded effort on the part of managers to hold the price line and even reduce it.

Even more the duty rests upon every citizen to make economy—both national and personal—his business and his concern. There is a growing public awareness that inflation threatens to pauperize every citizen's old age, as it is now pauperizing those already retired upon shriveled savings or inadequate pensions. When every citizen is so aware, and pursues economy in all his roles—as voter, consumer, taxpayer, congressman, producer or manager—then and only then can inflation's disease be conquered.

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1957 version of the Nascar winner for the past 3 years — The Mighty Chrysler 300-C boasts 375 horsepower. Now available in both hardtop and convertible models.

Announcing

THE MIGHTY CHRYSLER

300/C

America's Most Powerful Car!

Here are the thrills of sports car motoring without the limitations. Enjoy the stirring surge of 375 horsepower putting bite to the wheels, the feel of sure-footed cornering. The kind of control that make a car and its master almost one.

Sounds like a sports car, and it is, in terms of sheer driving pleasure. But here's the difference. No bundling to the ears to go around the block. No tears and red faces from the merciless wind. No acrobatics to get in and out.

For the Mighty Chrysler 300-C has the same spacious interior as any new Chrysler model, magnificently finished in rich sports-car leather. If this seems like your kind of car, your Chrysler dealer will give you all the details.

SPECIFICATIONS—375 horsepower engine, 9.25 to 1 compression ratio, 2 four-barrel carburetors. Special high output camshaft. Ball joint, anti-dip, rubber isolated, torsion bar front suspension. 14-inch wheels. High spring rate — low deflection. Total Contact Brake System. Over-all length: 219.2 inches. Height 54.7 inches. Special racing-type nylon tubeless tires.

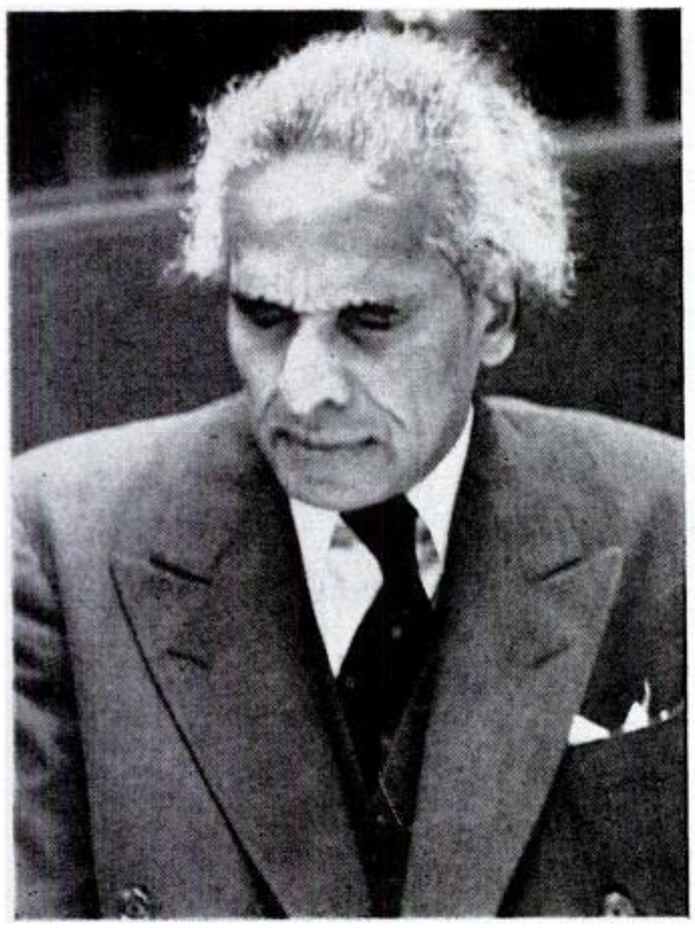
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A LOOK AT THE WORLD'S WEEK



SECRETARY UNDER SIEGE

In Washington, Secretary of State John Foster Dulles listened glumly as Democratic senators answered his pleas for the President's Middle East proposals with attacks on Dulles. When Senator William Fulbright demanded a review of U.S. policy, Dulles flushed with anger. Such a review, he said, would do "irreparable" injury to U.S. relations with France and Britain.



A DELEGATE TALKED OUT

Opposing a plebiscite in Kashmir, claimed by both India and Pakistan, India's V. K. Krishna Menon set a U.N. record by talking seven hours, 48 minutes. The Security Council voted 10 to 0 for the plebiscite. But India rejected the vote by reaffirming her claim to Kashmir.



2½-MILLION-BUSHEL BLAZE

As 2.5 million bushels of corn, wheat and soy beans and a 10-story grain elevator went up in flames, more than 500 Chicago firemen fought vainly the city's biggest blaze in 20 years. But 30-mph winds put the fire quickly beyond control. Loss in property and contents: $5 million.

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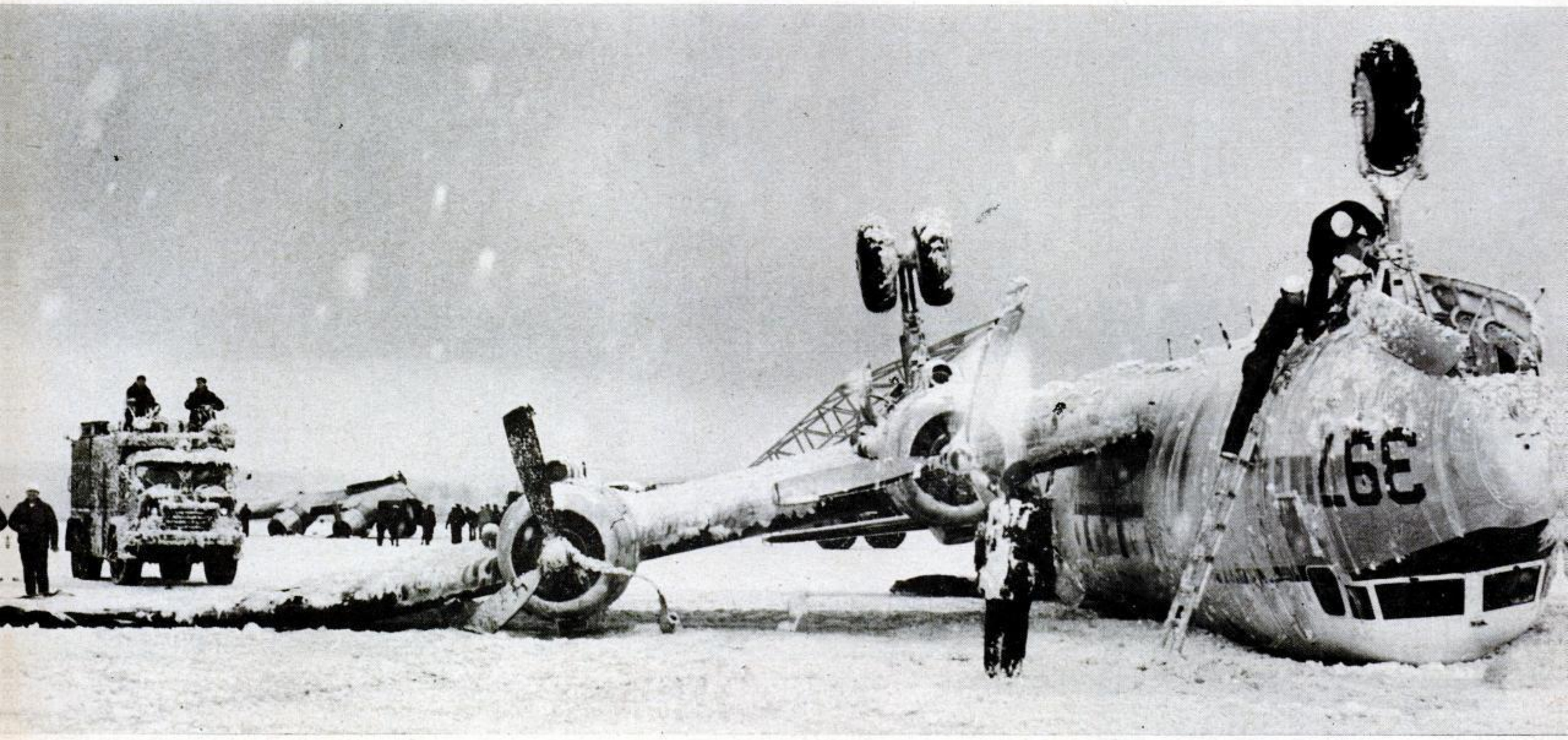
A HAIRLESS HUDDLE

A group of glistening eggheads at the University of Richmond in Richmond, Va. baldly attempted to start a fraternity fad. In the doldrums of midyear exams, they had shaved their heads, copying the film star Yul Brynner of *Anastasia*. Said one of his head, "It's pretty chilly."

GRACE AND NEW GRIMALDI

In Monaco church bells rang, a 21-gun salute was fired, and Prince Rainier, head of the House of Grimaldi, beamed in public. But Princess Grace enjoyed a private visit with her firstborn, Caroline Louise Marguerite, a beautiful 8-pound 3-ounce heir to the throne of Monaco.





NO ONE WAS HURT BUT IT'S NO WAY TO LAND

A Navy transport lay awkwardly on its back at Sand Point Naval Air Station in Seattle in a posture that would be ludicrous for a plane if it had not come so close to tragedy. Approaching the field in a snowstorm, the plane had made three attempts to land. On the fourth try it bumped heavily down on the runway, sheared off its right wing and flipped over. But all 40 passengers hung upside down by their seat belts, escaped without serious injury. "You know what a parrot looks like hanging by his feet," said one of the men. "Well, that's what we all looked like."

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FLAIR'S "BALANCED" PLACE SETTING is a new idea in beauty. Handles curve toward plate from both left and right.

She entertains with... Flair

Strikingly beautiful! FLAIR—in 1847 Rogers Bros. —is the newest, most modern of silver designs. Dramatic in its simplicity. Bold in its sculpturing. Graceful in its gleaming sweep of curve. Created to lead a long and busy life . . . it's America's finest silverplate. Holloware to match. Doesn't your table need new FLAIR?

Services to suit your need at terms to suit your purse. Made only by The International Silver Co. Also made and sold in Canada.

International sets the loveliest tables in America



1847

1847 ROGERS BROS.

America's Finest Silverplate

SERVICES FOR 8 START AS LOW AS $69.75. NO FED. TAX. BUDGET TERMS.

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LOOK! NEW FO

The boldly modern styling you see in the new Ford Trucks for '57 just *hints* at how deep-down modern they really are!

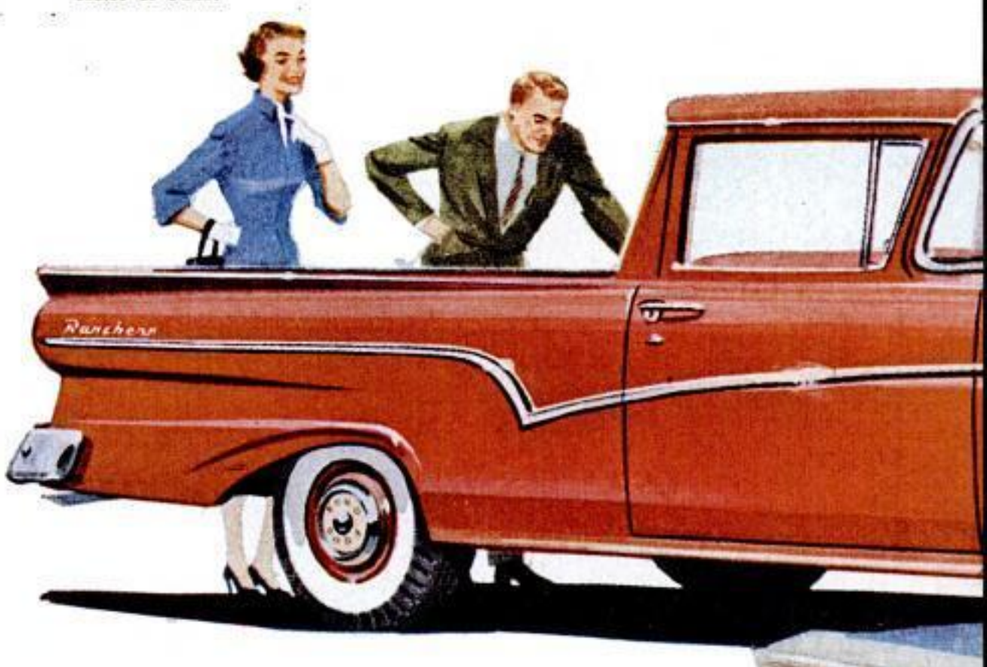
The beautiful new Ford Ranchero rides, handles and looks like a modern car. Deep-down it's a rugged truck—carries over half a ton, more than many standard pickups. Ford's all-new Tilt Cab series brings a new kind of modern design to the big-truck field. It's America's lowest priced* Tilt Cab line.

New Ford Pickups back up their sleek modern styling with new higher power, completely new cabs, a new kind of pickup ride. Brand-new Styleside bodies are the biggest of any pickup.

The three trucks shown here give you just an idea of the sweeping changes that have been made throughout the new Ford line for '57—ranging up to Tandems with 65,000 lbs. G. C. W. See your Ford Dealer for complete details on a truck to fit your job.

*Based on a comparison of factory suggested list prices.

The Ranchero! More than a car, more than a truck—it's a completely new kind of vehicle. A real packhorse that handles more than half a ton.



LOOK again!

They're modern through and through

NEW cabs—completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panels!

NEW hydraulic clutches, standard in all models from Pickups to Tandems. Easier to operate; work like hydraulic brakes. Clutch and brake pedals are modern suspended type for extra driving ease!

NEW Styleside Pickup bodies, standard at no extra cost. America's biggest pickup bodies! Built wider with rugged, all-steel box-section corner reinforcements and recessed taillights. Side loading's far easier with full-width body.

NEW riding comfort! A completely new suspension, big, roomy cabs, and improved visibility combine to greatly improve riding and handling ease.

NEW chassis and body strength! New frames, up to 13% stronger. New sturdier front and rear axles! New higher capacity springs! New stronger, more durable cabs.

NEW power advances! New higher horsepower, new freer breathing, new higher compression, new Super Filter air cleaners. New advancements from camshafts to carburetors! Modern Short Stroke design in every engine—V-8 or Six.



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RD TRUCKS *for* '57

Totally new Tilt Cabs! America's lowest priced, most modern Tilt Cab line. Six complete new series, up to 60,000 lbs. GCW.

New Pickup with Styleside body, standard at no extra cost, gives you stunning style and the biggest capacity of any half-tonner. Available in 6½ and 8-ft. body lengths.

For '57 and the years ahead-

FORD TRUCKS COST LESS

...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

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It's Hunt's...

It's got Sweet-spice flavor...

It's just what Baked Beans need!

Sweet-spice is the happiest blend of spices that ever gave catsup a tingling, tart-sweet flavor! It compliments—never covers up—the delicious flavor of your favorite foods. Enjoy Hunt's Catsup with *Sweet-spice* flavor at your house!

Deliciously yours!

Hunt Foods, Inc., Fullerton, Calif.

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CLOSE-UP

Modest Millionaire's Mission



JOHN HAY WHITNEY, 52, ambassador-designate to the Court of St. James's, will bring to the most important of all U.S. diplomatic posts two invaluable assets—an enormous personal passion for democracy and a great personal fortune, estimated at between $60 and $100 million. (He won't say just how much but once admitted, "Anyway, it's a hell of a lot of money.") The first of these assets is a promising sign for Anglo-American relations at a strained time, along with "Jock" Whitney's almost boyish determination to do well in a post his grandfather Jonathan held honorably 60 years before him. His second asset assures him the money (three times the $27,500 annual salary) to do the job right.

Mr. Whitney's ancestry, whether financial, political (both grandfathers were U.S. Cabinet members) or social (he traces his descent directly from William the Conqueror), might predispose someone else to snobbism. It has had the reverse effect on him. In 1946 he asked that his name be removed from the *Social Register*, saying, "If you willingly go along with such a travesty of democracy, you tacitly subscribe to its absurd notions of who is and who isn't socially acceptable." In 1949 he set up the Whitney Foundation, budgeted at $400,000 a year for, among other things, Opportunity Fellowships to provide awards to "American citizens of exceptional promise who, because of arbitrary barriers such as race, cultural background or region of residence, have not had the fullest opportunity to develop their abilities."

While assuming the responsibilities of wealth, he also enjoys it. His private art collection is one of America's finest and the horses of his family's Greentree Stables ("I guess Twenty Grand was the best one we ever bred") are famous on all tracks. His love of hunting (*see next page*) and his career as an athlete (boxing, rowing, tennis, polo, golf) will recommend him to sports-minded Britons. Indeed, as a Scots paper editorialized, "Mr. Whitney is of the type of rich American who disguises with easy breeding the possession of 100 million dollars. It is hard to think of a more ideal envoy from a Republican administration."

AT New York Hospital, Whitney, a former president, visits the pediatric out-patient clinic.

"When my father left the money for this building, his idea was that it be a great medical center for the whole community. Well, that's just what it is."

IN New York he discusses business with partner, S. C. Park. Desk belonged to Grandfather John Hay.

"Modern capitalism is a development that isn't so well understood abroad as here. I don't believe in lecturing people, but if anyone in England should ask, I'll be pleased to tell them."



CONTINUED 51

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WHITNEY'S GEORGIA ESTATE IS 150 YEARS OLD



WHITNEY CONTINUED

A reunion with old Air Force friends on a quiet Georgia plantation



At his hunting lodge Jock Whitney leans back over bridge with his guests, some fellow retired Air Force officers.

"This is our 10th consecutive reunion since the war. Ambassadors get leaves, but I can't be sure whether there'll be a reunion next year. By then, of course, being with my family will have first priority."

EX-COLONEL Whitney rides with former Air Force colleagues, General Ira Eaker and General Carl Spaatz (*right*).

"Greenwood Plantation is a spot where you can lean back and take a long second breath. It's the place where as a boy I learned almost everything I know about shooting. My mother's private name for it was 'Bliss.'"

ASTRIDE HIS TENNESSEE WALKING HORSE "COTTON BLOSSOM," WHITNEY HUNTS QUAIL OVER HIS 16,000-ACRE GEORGIA PLANTATION



CONTINUED

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"I know what you all need...skyhooks—and more Postum!"

Putting up the decorations for a Valentine party becomes something of a party in itself . . . especially when the family adds the *special* flavor of Postum to the proceedings.

Postum *differs* from everyday hot drinks . . . with a grain-rich, slow-roasted flavor all its own. You'll enjoy it . . . and so will your whole family.

What's more, Postum helps you cap an evening's fun with a good night's sleep. It's 100% *caffein-free* . . . safe even for your children.

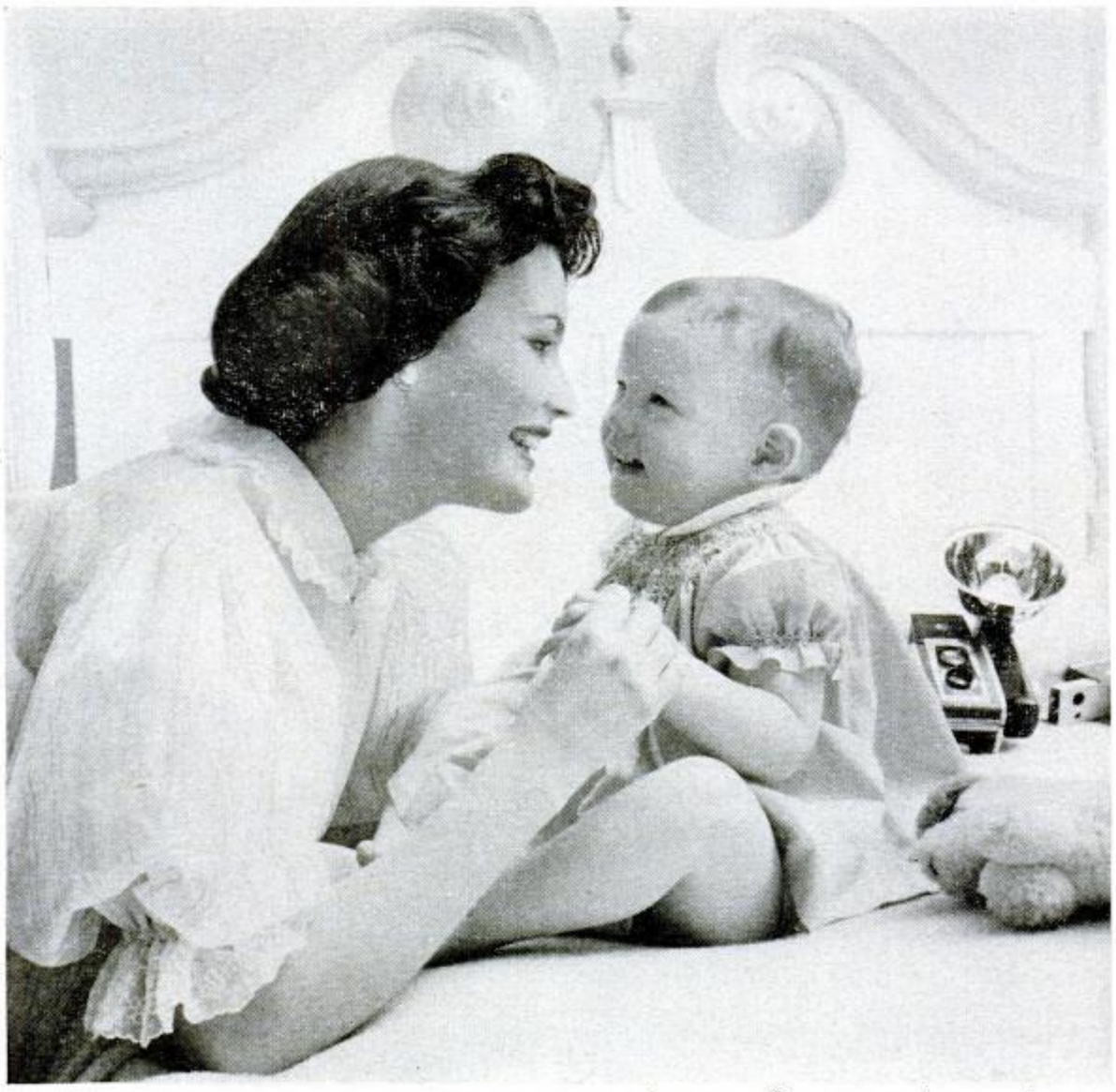
For less than a penny a cup—why not treat *your* family to this *different* hot drink tonight?

Enjoy Postum, the hot drink with a <u>different</u> flavor . . .

A product of General Foods



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A memory becomes a picture when you keep your flash camera handy

The flashbulb that understands mothers ... and babies, too

... Press 25 by Sylvania

Mothers are far too busy to have much time for picture taking. And babies are far too fidgety to hold that cute pose for very long.

You can still have wonderfully crisp, clear pictures though, to *show* your husband all those cute things baby did while he was away. Secret is to use a simple, fixed-focus flash camera *and* a Press 25 flashbulb by Sylvania. It's the all-purpose flashbulb—made to give just the right amount of light for pictures at 6 feet to 25 feet! Being quick light, you can stop fast action, too . . . catch that heartwarming gesture at just the right instant.

Make it a happy habit to keep camera *and* flashbulb out where you can get them when you spot a picture coming up. And be sure they're Press 25's by Sylvania. Sylvania Flashbulbs, you know, are preferred by more amateurs and professionals alike than any other flashbulbs.



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Look for the Blue Dot . . .
it pays off in finer flash pictures

SYLVANIA outsells all other brands of flashbulbs



WHITNEY CONFERS WITH PARTNERS IN BOARDROOM OF HIS N.Y. FIRM

Winding up his affairs in business and art

WHEN he leaves for London, Jock Whitney will cease active direction of J. H. Whitney & Co., the private investment concern he set up in 1946, and the philanthropic John Hay Whitney Foundation. He will also resign chairmanship of the board of trustees of the Museum of Modern Art. But he and Mrs. Whitney—who was once the wife of James Roosevelt, the late President's son—will take part of their own collection, including most of his American paintings. "I've always been a bit finicky about calling myself a 'collector,' " he says. " 'Collector' to me means someone who specializes in painted plates with strawberries, or one school of art. I'm interested in anything from modern Americans to Corot. I started buying prints when I was at Yale. Now I suppose I have 20 paintings that might be considered masterpieces and another 20 near-masterpieces."

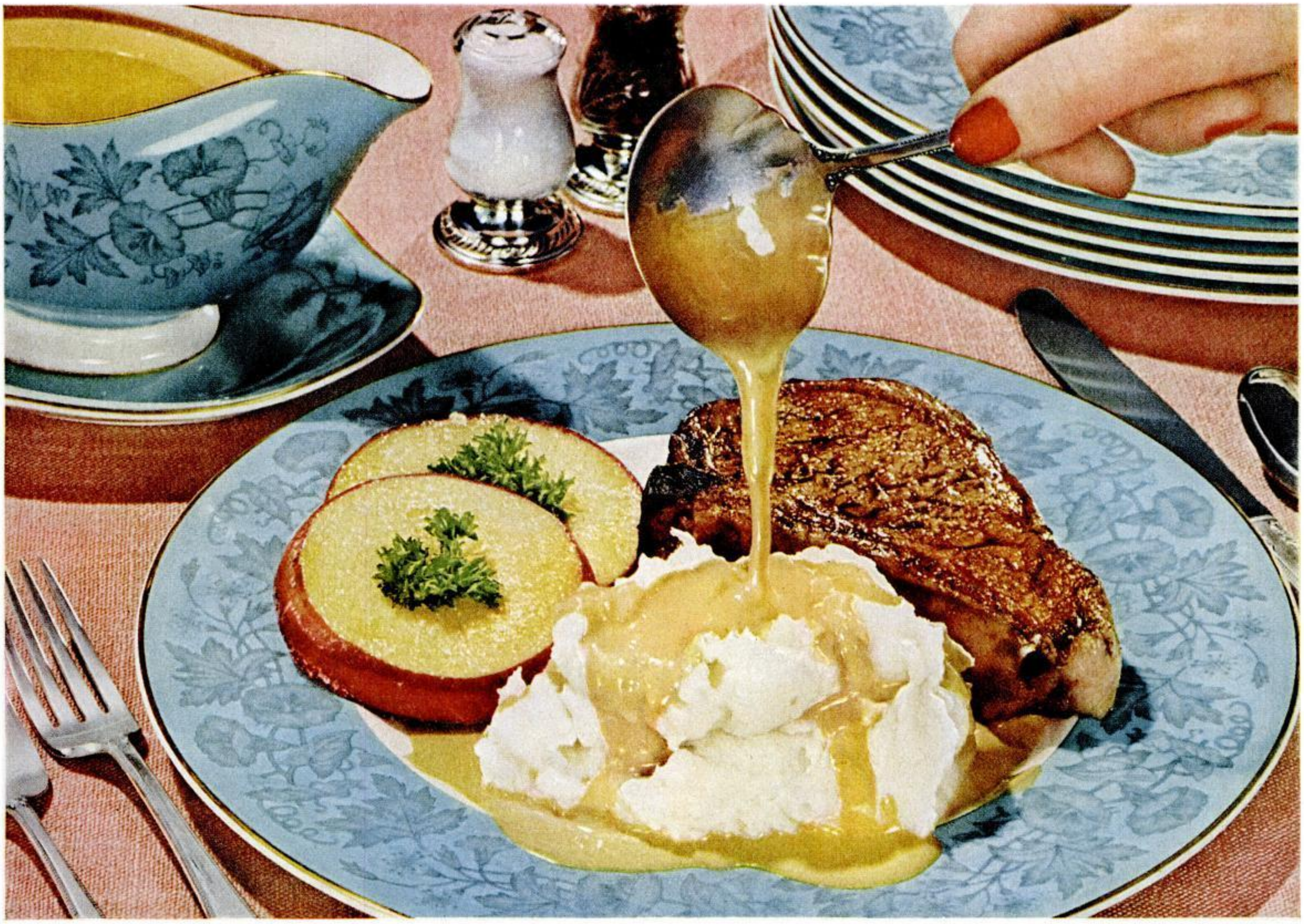


BESIDE Manzú's bronze *Portrait of a Lady* in Museum of Modern Art, Trustee Whitney chats with Director d'Harnoncourt.

"*My interest in painting goes back to childhood. My mother was a poet, as her father was a poet before her as well as a statesman. So there was always an atmosphere of meeting and seeing people who were actively interested in the arts.*"

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Carnation is the Secret of Failure-Proof Gravy



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Special qualities of Carnation make it blend
better than ordinary milk and result in smoother,
tastier gravy every time...without fail.

RECIPE:

FAILURE-PROOF GRAVY

1. Blend ¼ cup seasoned flour with ¼ cup roast meat drippings (pork or ham are delicious), in a heavy skillet over low heat until smooth.

2. Gradually add mixture of 1⅔ cups (large can) Carnation and 1⅔ cups water. Stir constantly over low heat until gravy is thickened. Makes about 3 cups gravy.



"from Contented Cows"

For a better cup of coffee, "cream" it with Carnation, THE MILK THAT WHIPS!

FREE! Mary Blake's colorful new 16-page booklet, "Favorite Recipes." Write to Mary Blake, Carnation Co., Dept. LM-27, Los Angeles 19, California.

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THE LOVESICK PRINCE (Mel Ferrer), who is *Mayerling*'s doomed hero, shoots at his mirrored image in a fit of self-disgust because he has been drowning his sorrow in dissipation. In the midst of his despair his beloved Marie Vetsera (Audrey Hepburn), from whom he has been separated, returns to solace him.

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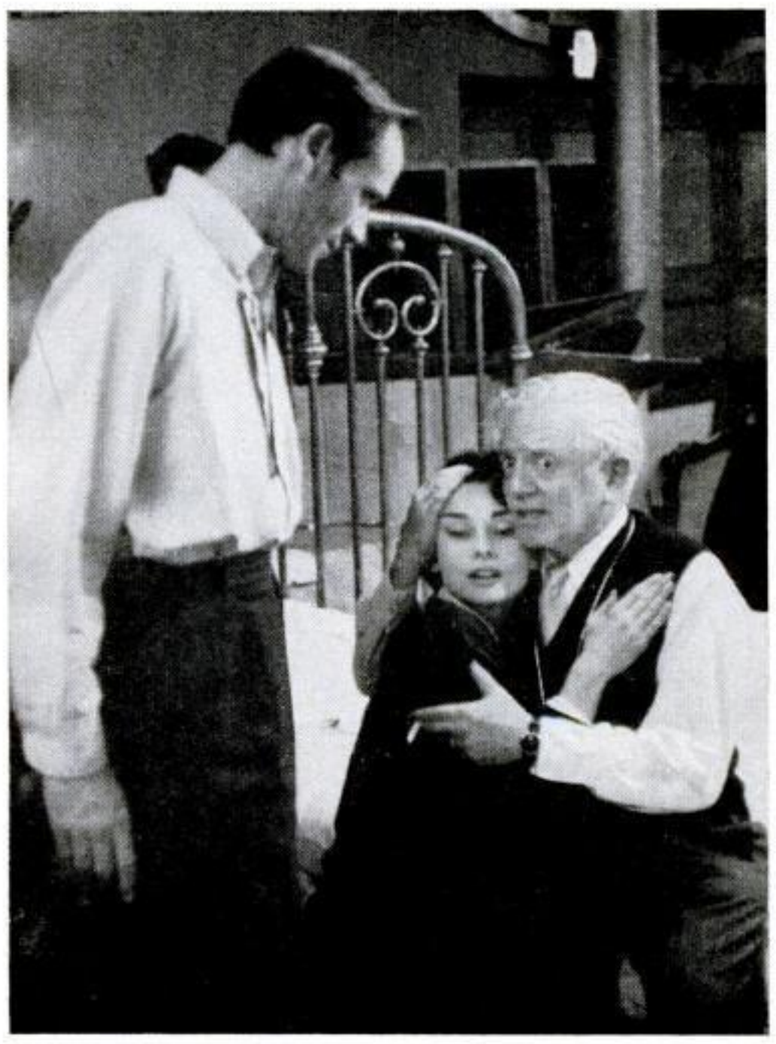
WITH FINGERS MARKING LIMITS OF TV CAMERA FRAME, LITVAK RUNS HEPBURN AND FERRER THROUGH RING SCENE

SCANDAL IN REHEARSAL

A pair of Ferrers revive the episode at Mayerling

For the past three weeks, a gifted young married couple have been busy rehearsing an old and celebrated royal scandal. Audrey Hepburn and Mel Ferrer (*see cover*) were enacting the episode at Mayerling in Austria where, almost 60 years ago, Crown Prince Rudolph and his 17-year-old mistress, Marie Vetsera, were found dead in the prince's hunting lodge. This Monday, the story of the death pact will be given one of the year's most elaborate TV productions on *Producer's Showcase* (NBC-TV, 8 p.m. EST, Feb. 4).

As the play's pair of illicit lovers, the Ferrers will be making their TV debut as a husband-and-wife acting team directed by Anatole Litvak, who directed the memorable Danielle Darrieux-Charles Boyer movie made in France 20 years ago. Having his two stars married to one another has put Litvak in a different and delicate situation. "When Audrey plays Marie, speaking to the prince, she is also Audrey speaking to her husband," Litvak noted, then went on to complain: "It is very difficult to get Mel to treat her roughly. I had to work with him to get him to do it."



LITVAK AS LOVER shows Ferrer how he should hold his wife, Audrey, to get best effect at romantic moments.

CONTINUED

3 NEW WAYS TO HELP DRIVE THE PAINS OUT OF YOUR BODY!

as reported by faithful users of Sloan's Liniment



1 *"Mostly, I use Sloan's to relieve my arthritis pains . . . but it's just as wonderful for chest colds, too. I pat it on my chest and I feel the heat baking away the achy muscles of colds."*

W. F. Schellenberg, Steubenville, Ohio



2 *"My feet were tired and aching and I rubbed on Sloan's. I knew how fast it soothed sore muscles but I never knew it could make my feet feel so good . . . so warm, so relaxed."* *A. Pocetti, Trenton, N. J.*



3 *"I've two children, 17 and 13, and every once in a while they complain of stiff necks. I just pat on Sloan's and they start feeling warm, comforting relief."*

D. Sturdivant, Berkeley, Calif.

Nothing relieves so many pains like Sloan's. 500 million bottles prove it! Sloan's doesn't just relieve the pain, it also helps nature get to the cause. Speeds blood to pained area . . . to feed aching tissues and carry away poisons. You feel comforting warmth in *less than a minute!*

$100 for your experience!

Tell us how Sloan's Liniment relieved *your* pains. If we use your story in our ads, you will get $100. Write to SLOAN'S, Dept. 2, Morris Plains, N. J.

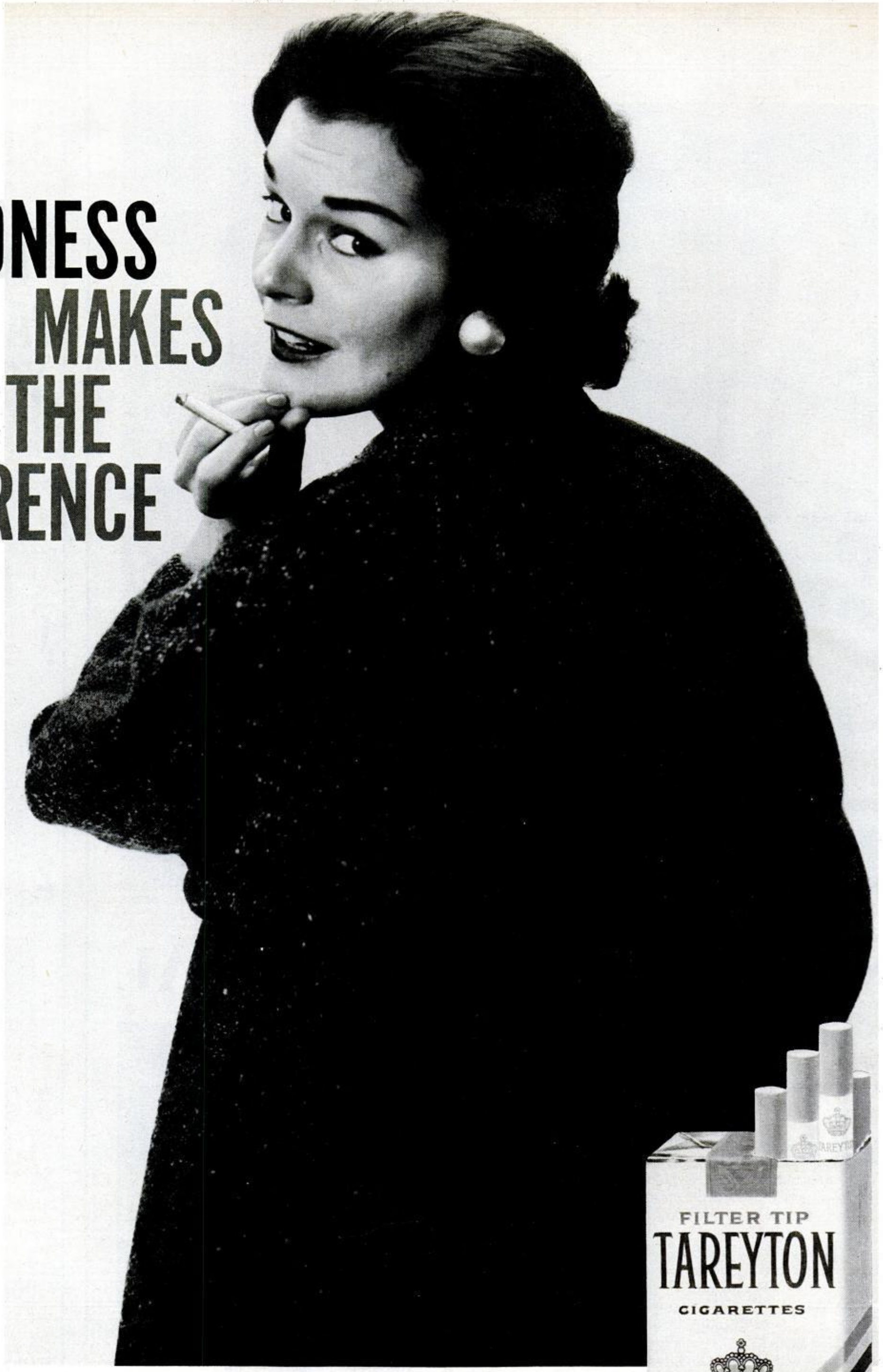
SLOAN'S *Liniment*



quick relief from the pains of sore muscles, arthritis, rheumatism

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SCANDAL IN REHEARSAL CONTINUED



HIGH-STEPPING HUSBAND, Ferrer stretches his legs before beginning rehearsal of scene with Diana Wynyard and Basil Sydney, his stage parents.



CONVERSATIONAL COUPLE, the Ferrers exchange smiles at rehearsal break. During breaks Audrey helped her husband memorize his lengthy part.



RIGHT-ANGLED WIFE, Audrey looks on intently as her husband does a scene alone. Ferrers joined cast for rehearsals three weeks before TV show.



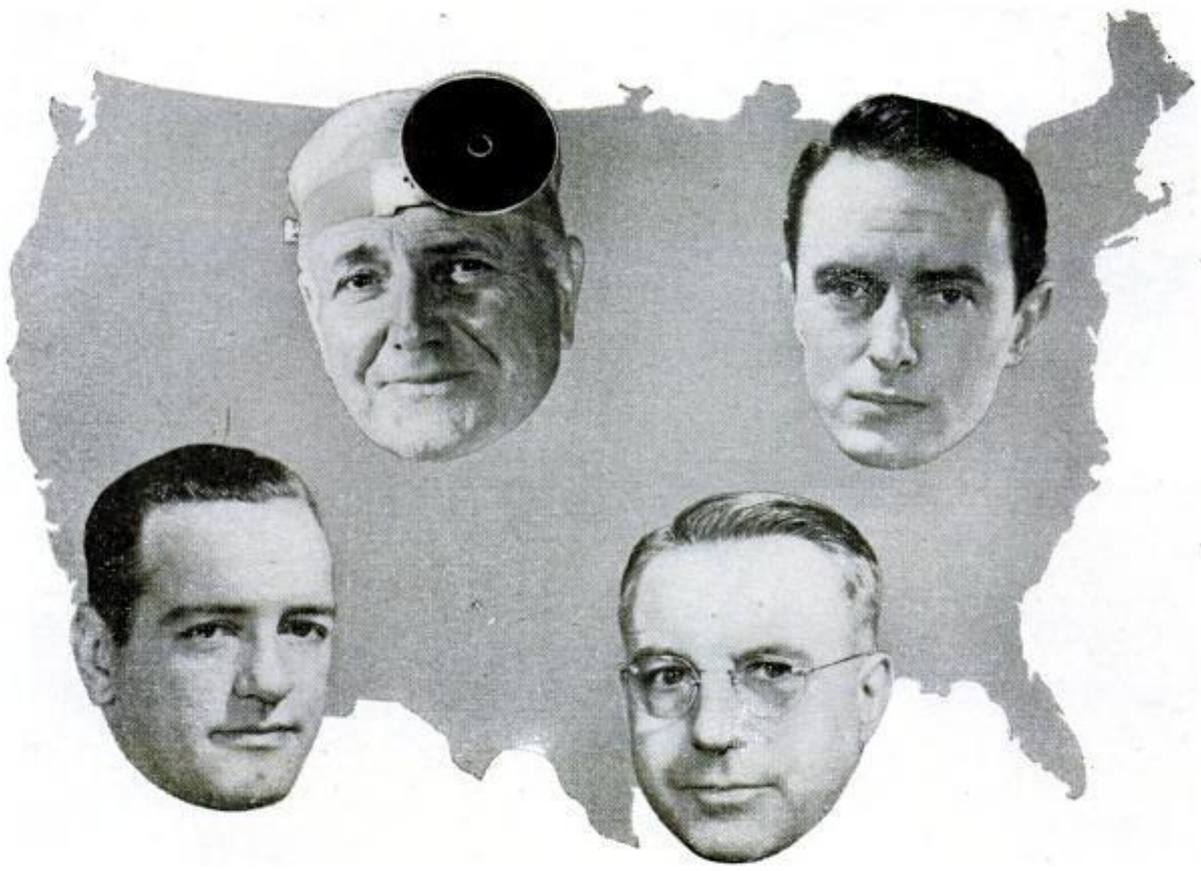
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recommend the famous ingredients of

ANACIN

To relieve **PAIN!**



Gives you better total effect than aspirin or any buffered aspirin

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here is why Anacin® gives you a better *total* effect in pain relief:

→ **ACTS INSTANTLY:** Anacin goes to work *instantly*. Brings fast relief right to the *source* of your pain.

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→ **SAFER:** These tablets have a smoother action and simply *can not* upset your stomach.

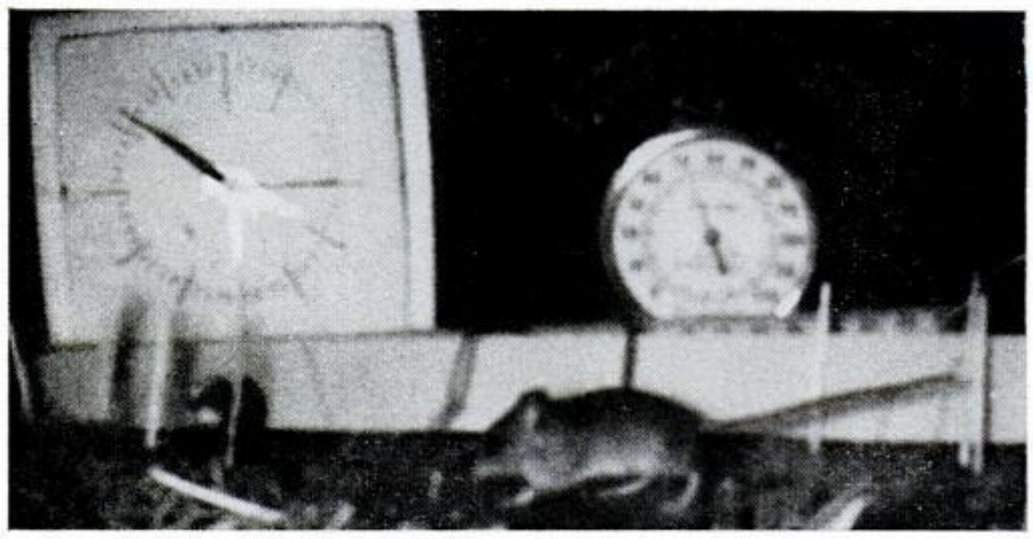
→ **LESSENS TENSION:** Anacin also contains a special ingredient (*not* found in aspirin or any buffered aspirin) which reduces nervous tension and anxiety—leaves you comfortably relaxed—after your pain goes—thus giving you better *total* effect in pain relief. Buy Anacin *today*.

Can not upset your stomach

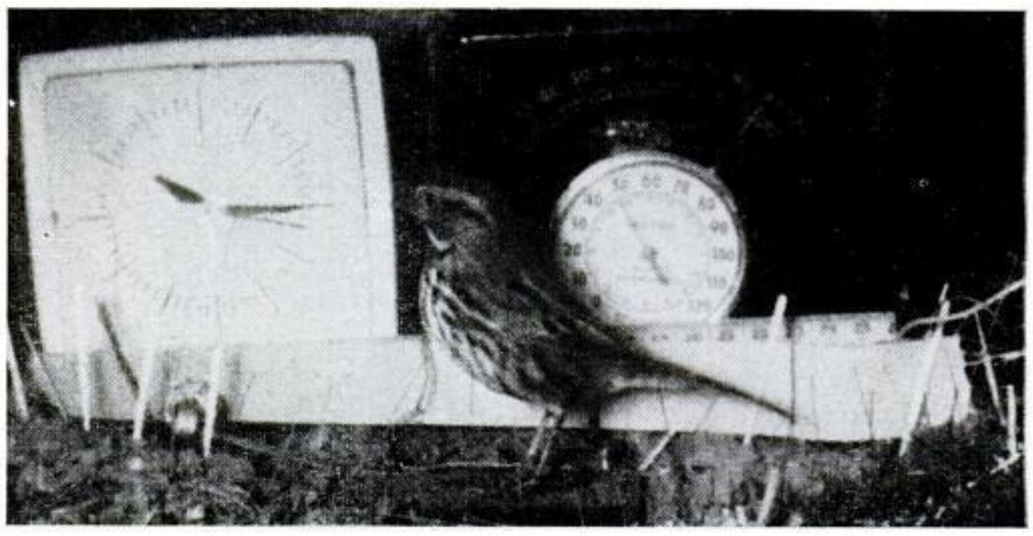
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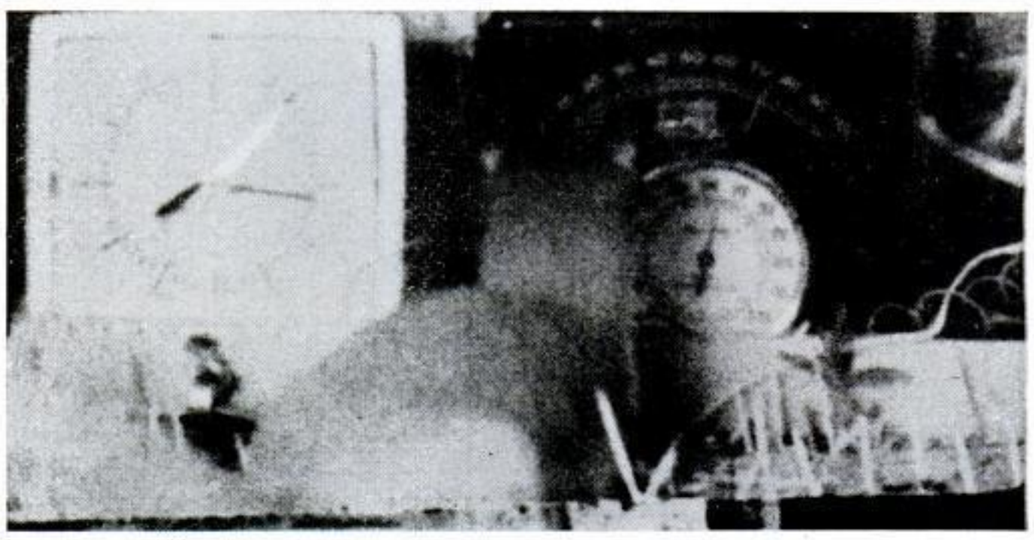
Some timid animals take their pictures



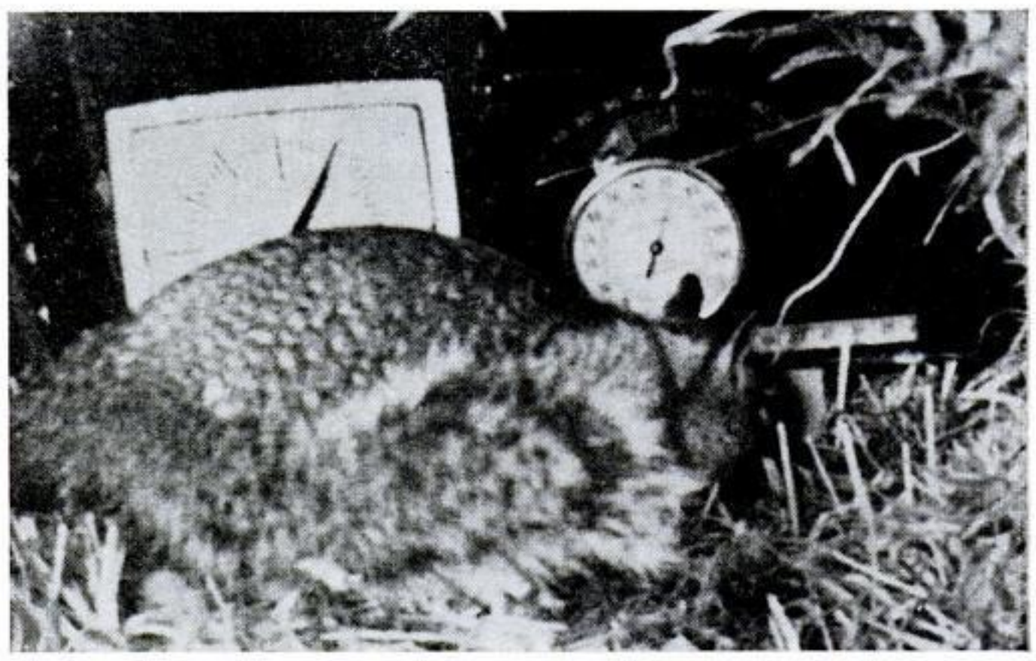
First a field mouse scurries by



The clock attracts a sparrow's eye



A weasel steals past on the sly



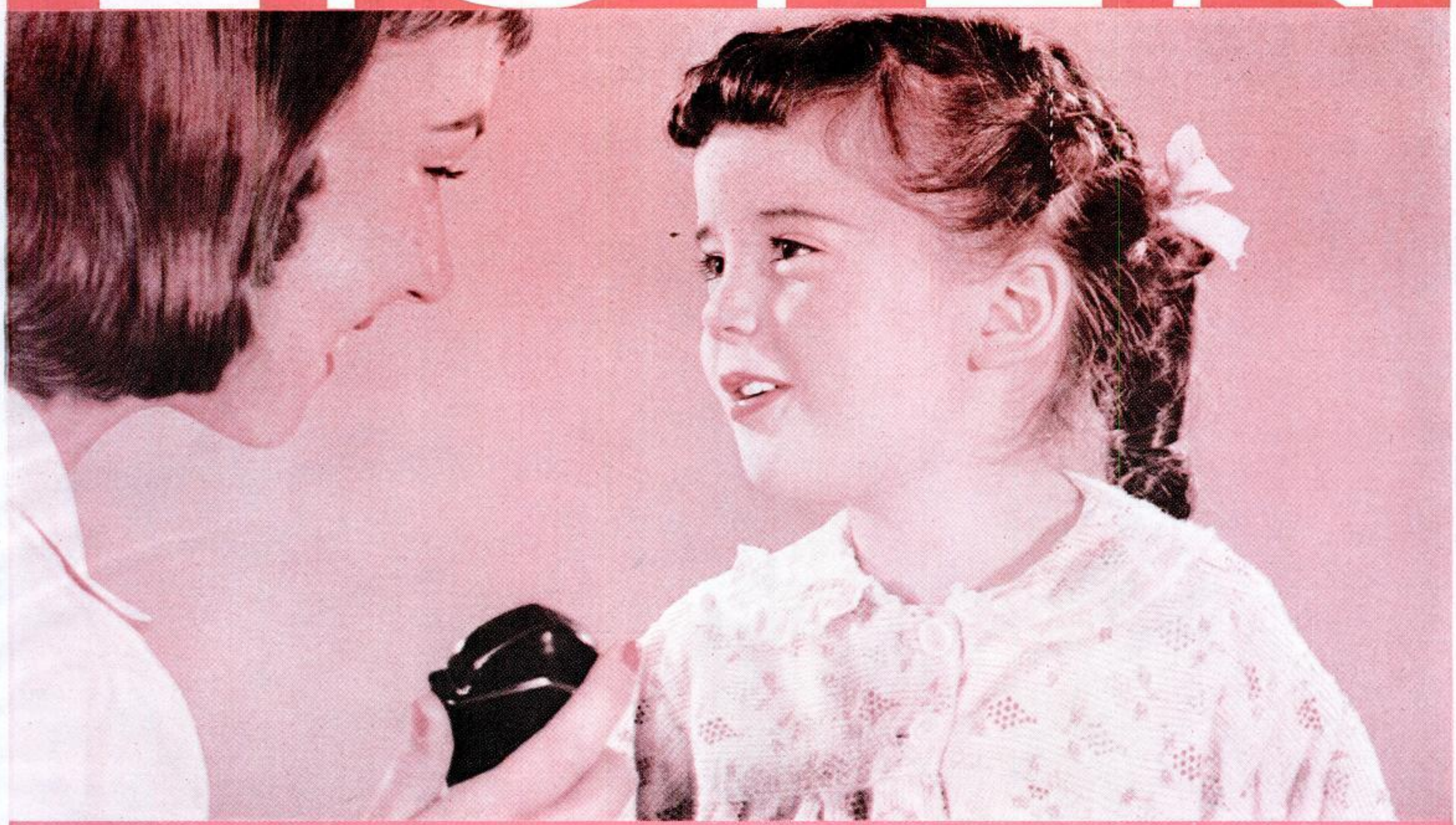
A nervous squirrel stops to pry

Then no one comes

TURN THE PAGE TO FIND OUT WHY

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HIGH FIDELITY TAPE RECORDER

Now you can keep a priceless sound album as your child grows up—recorded on a Webcor High Fidelity Tape Recorder.

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So very important, too—your Webcor gives you the very finest high fidelity reproduction of the many popular and classical pre-recorded tapes now available, as well as the tapes you record yourself.

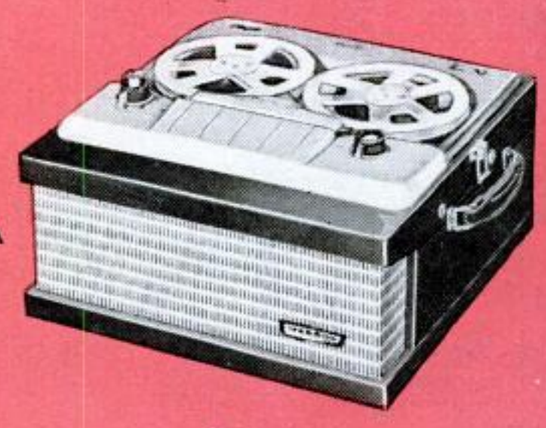
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A **Royal Tape Recorder.** High fidelity; wide-range speaker; two recording heads; "no reel-turnover" feature. Frequency range: 50-7,500 at 3¾ ips—50-10,000 at 7½ ips. In tan or ebony. **$199.95*.**

B **Royal Coronet Tape Recorder-Radio.** High fidelity; three speakers—two 6″, one 4″; two recording heads; "no reel-turnover" feature. Frequency range: 50-8,000 at 3¾ ips—50-12,000 at 7½ ips. Supersensitive AM radio tuner. In tan or ebony. **$289.95*.**

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A



B



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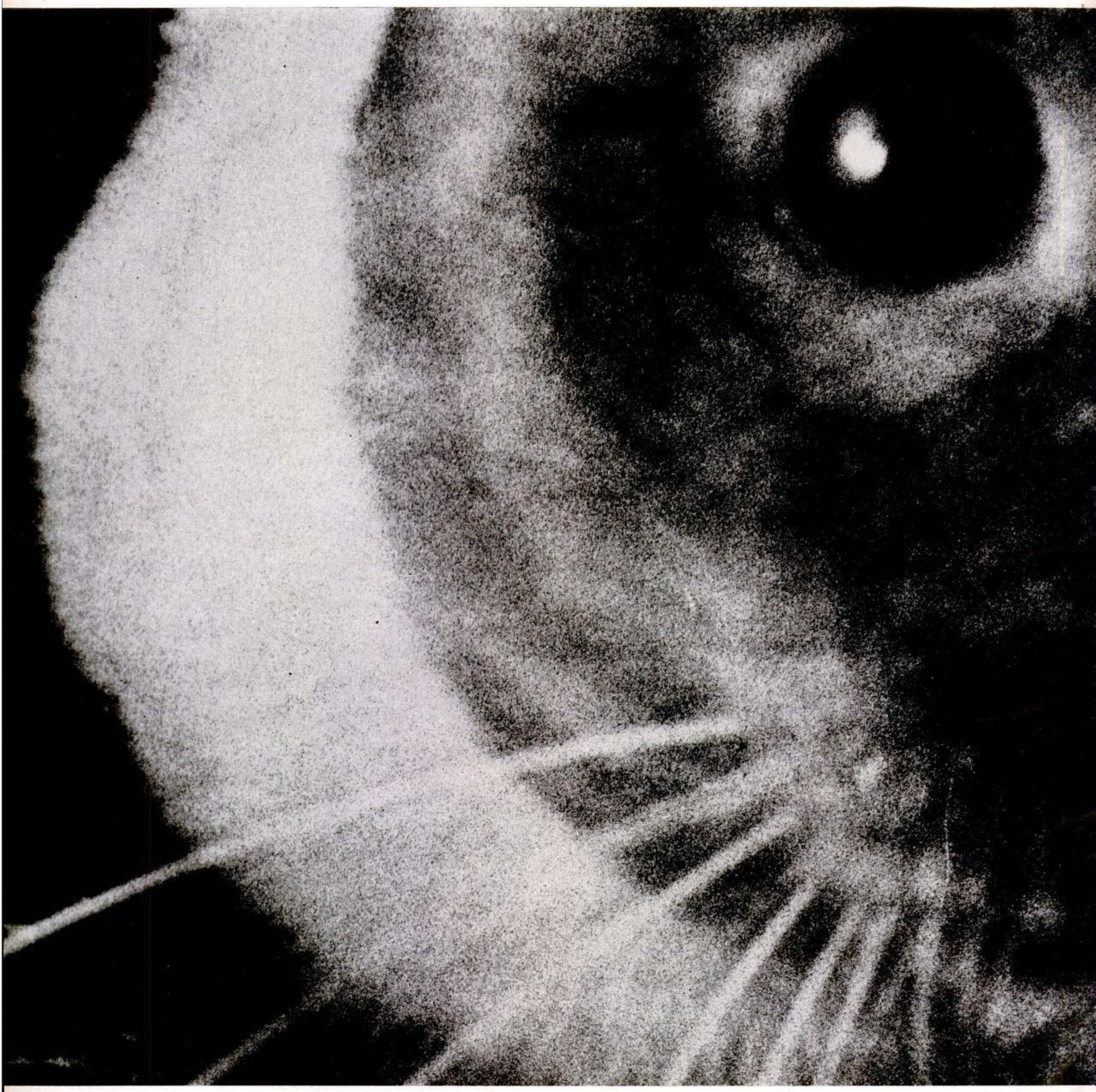
**Other models from $149.95.*
Prices slightly higher West and Southwest.

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PORTRAIT OF A CULPRIT THAT MADE THE CREATURES FLY

The animals on the preceding page were assisting in an experiment conducted by Dr. Oliver Pearson, a zoologist at the University of California. Dr. Pearson is studying the life habits of meadow mice and harvest mice. Since their furtive comings and goings are hard to observe, he set up a camera along a mouse runway in his own backyard. Every time a mouse came by, it would step on a treadle in the runway, setting off a flash gun and taking its own picture. To avoid frightening the animals he dimmed the flashes with red cellophane. A clock and various other instruments in camera range recorded each mouse's daytime and nocturnal ambulations.

In time Dr. Pearson found he was getting unsolicited data from all sorts of fauna besides mice. But at one point the traffic past the camera stopped abruptly. Dr. Pearson discovered the reason when he processed his film and found himself staring at the huge, baleful eye and menacing whiskers of a neighbor's Siamese cat. The cat had discovered the runway and was picking off the mice as fast as they came down the pike. Dr. Pearson now keeps his outdoor studio surrounded with chicken wire.



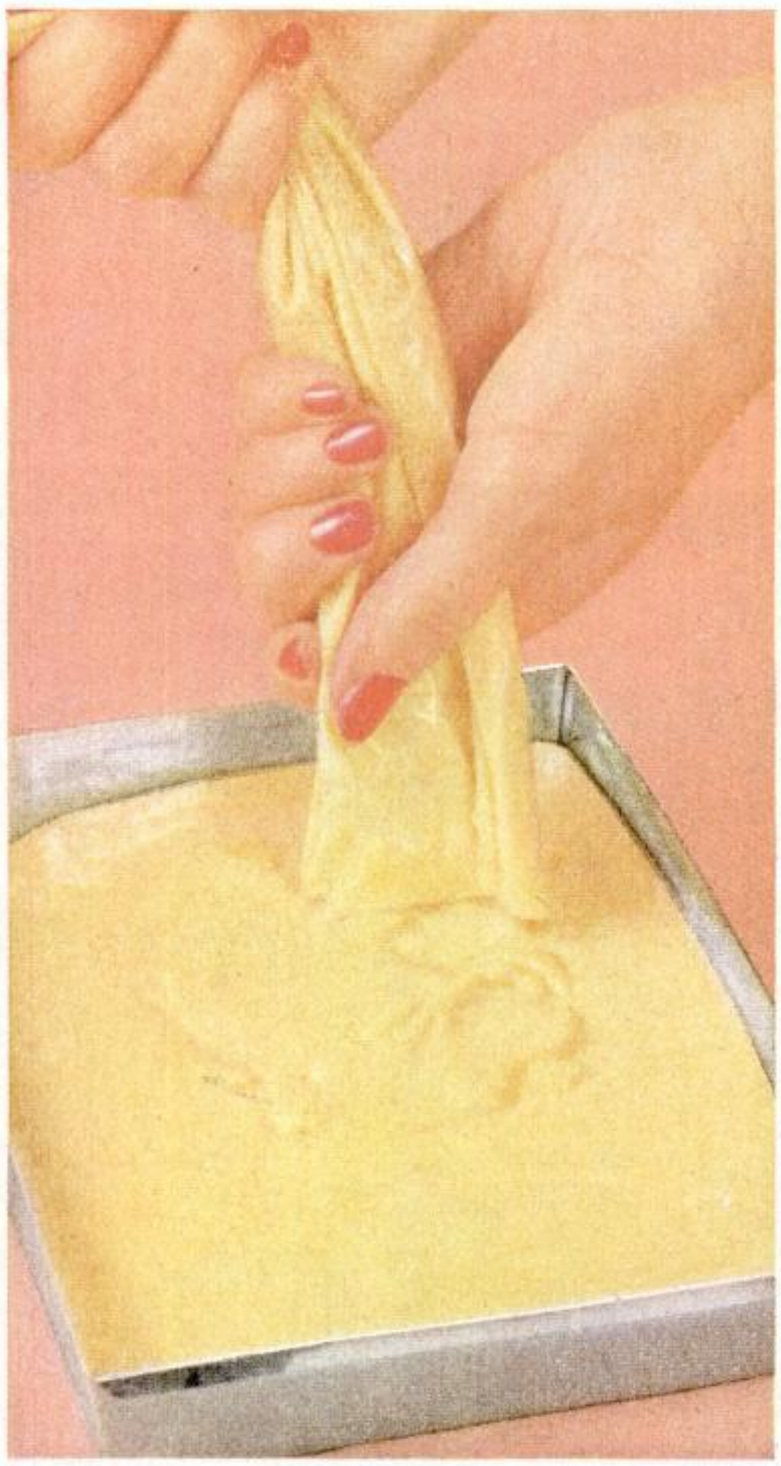
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Perfect Corn Bread Mixed in Seconds

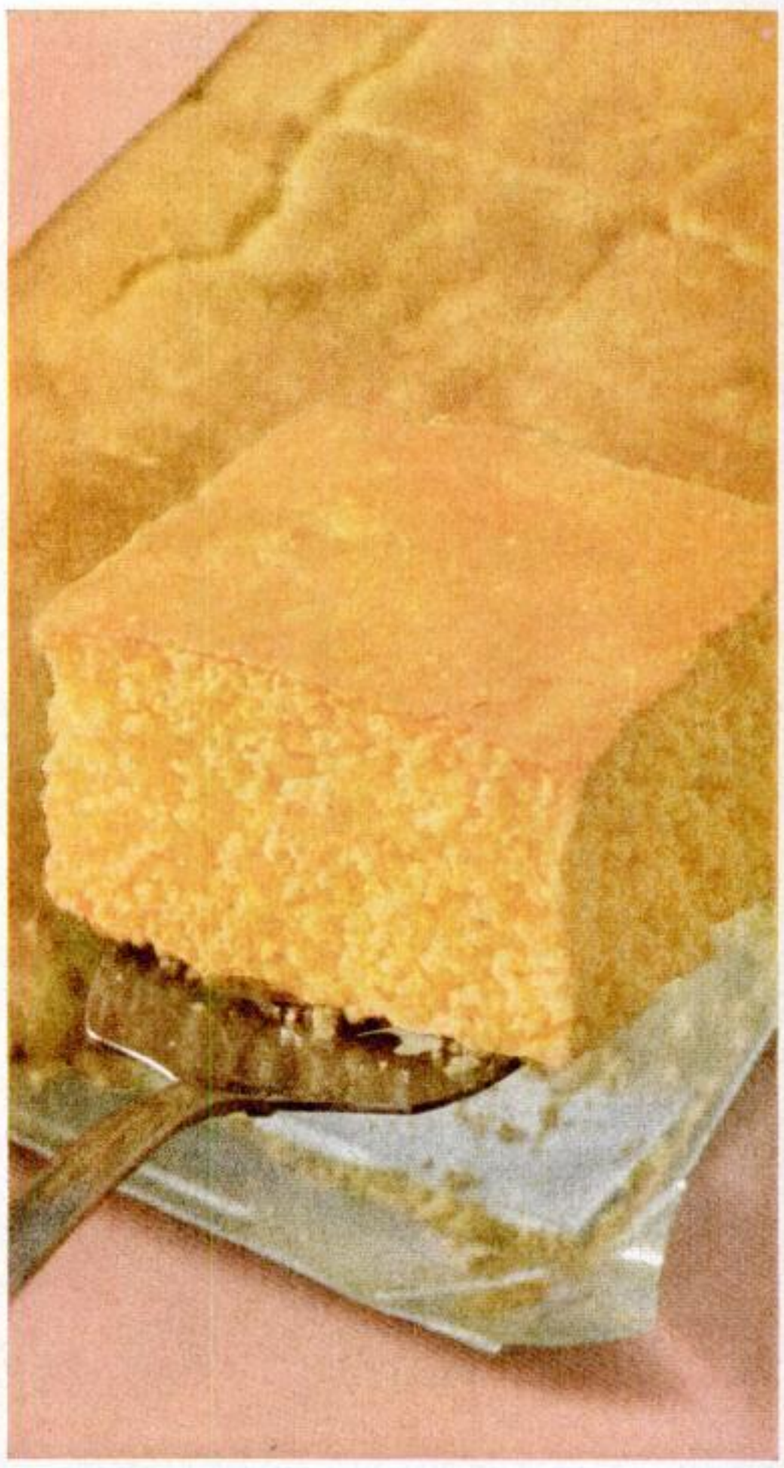
and no bowl or pan to wash!



YOU GET ALL THREE—Mix, throw-away Mixing Bag and aluminum Pan. (No bowl or pan to wash!)



40 SECONDS TO MIX! Just add egg and milk, squeeze bag to blend, pour into pan and bake.



PERFECT CORN BREAD every time! Velvet-textured—heavenly golden crust, top and bottom.



Look for this sparkling foil package

Aunt Jemima

CORN BREAD EASY MIX

New Mix . . . Miraculously Easy!

No other mix saves you so much time and work! Just pop egg and milk into plastic bag, right on top of the mix, and squeeze the bag to blend. Pour into the special aluminum baking pan that needs no greasing and never, never sticks. Result? Six to eight servings of corn bread so golden-perfect it's almost a shame to eat it. What's that name again? Aunt Jemima Corn Bread Easy Mix!



Get This New
Corn Bread Server!
Only 50¢

with zip-tape end label from Aunt Jemima Corn Bread Easy Mix package. Beautiful Stainless Server—8½ inches long—for corn bread, cakes, desserts. Exclusive Oneida "Heart of Sweden" pattern. $1.49 value **only 50¢ with label!**

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Please send me postpaid (___) Corn Bread Server(s) in stainless steel. For each Server I enclose 50¢ and the zip-tape end label from Aunt Jemima Corn Bread Easy Mix.

Name_____

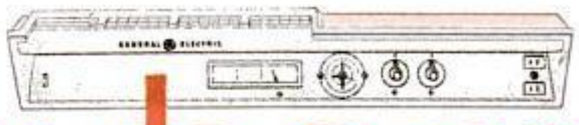
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New! The Keyboard range

Press a key, turn a dial. It takes over baking, boiling, roasting, frying, broiling . . . even grills sandwiches—automatically

Touch a "piano key" for the exact cooking temperature you want. A different colored light for each heat shows what surface unit is on, at what speed, even from across the room.

Set the new automatic unit and forget it till food is ready. It fries meat, boils vegetables at just-right temperature.

Cook perfect pancakes—8 at a time. Grill bacon, sandwiches automatically. New General Electric griddle heats evenly all over. Lightweight. Stores in range drawer.

Roast and broil meat rare, medium or well-done with the new General Electric meat thermometer. No guesswork or watching. Buzzer sounds when meat is cooked to your taste.

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Bake in the widest G-E oven ever. Easy to use and so easy to clean. Enclosed-coil broiler pulls out, bake unit swings up, door lifts off!

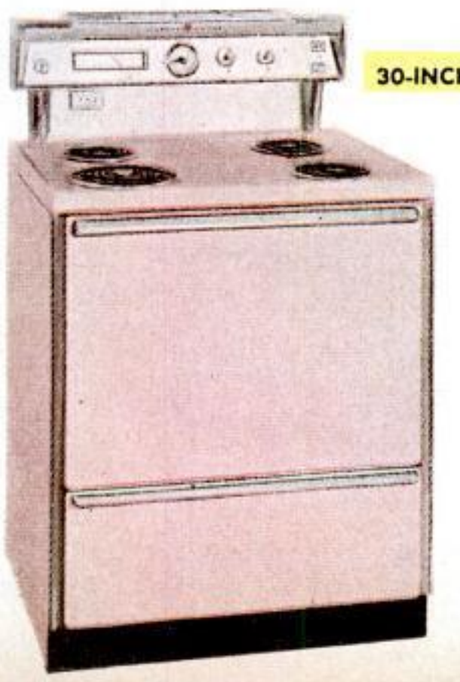
Look! Keyboard ranges in 2 sizes. Compact *30-inch* Spacemaker; also full-size *40-inch* models with single or double ovens. Each has the same exciting Keyboard cooking features and extra-wide master oven. In Mix-or-Match colors and satin white.

LIVE BETTER . . . *electrically*

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Pennies a day put a modern Keyboard range in your kitchen, ready to use. Low monthly payments can include installation and service. Your G-E dealer is in the yellow pages of your phone book (look under "Ranges"). See him today. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Keyboard ranges . . . so fast, so clean, so dependable

GENERAL ELECTRIC

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FIRST LADY One hot summer day in 1906, Bess Emily wanted an ice cream cone . . . from a store three miles across Lake Okauchee, Wisconsin. So, her husband, Ole Evinrude, rowed the whole distance. It was enough to start him thinking . . . thoughts that led straight to the first successful outboard motor . . . first in the Evinrude line that has brought new outdoor fun to millions.

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Wherever sporting Americans gather you'll find Evinrude motors adding to the fun. Join them! Enjoy the spray, the crisp air, the feeling of going . . . and going with the best. Take a free "Revelation Ride" today at your Evinrude dealer's.

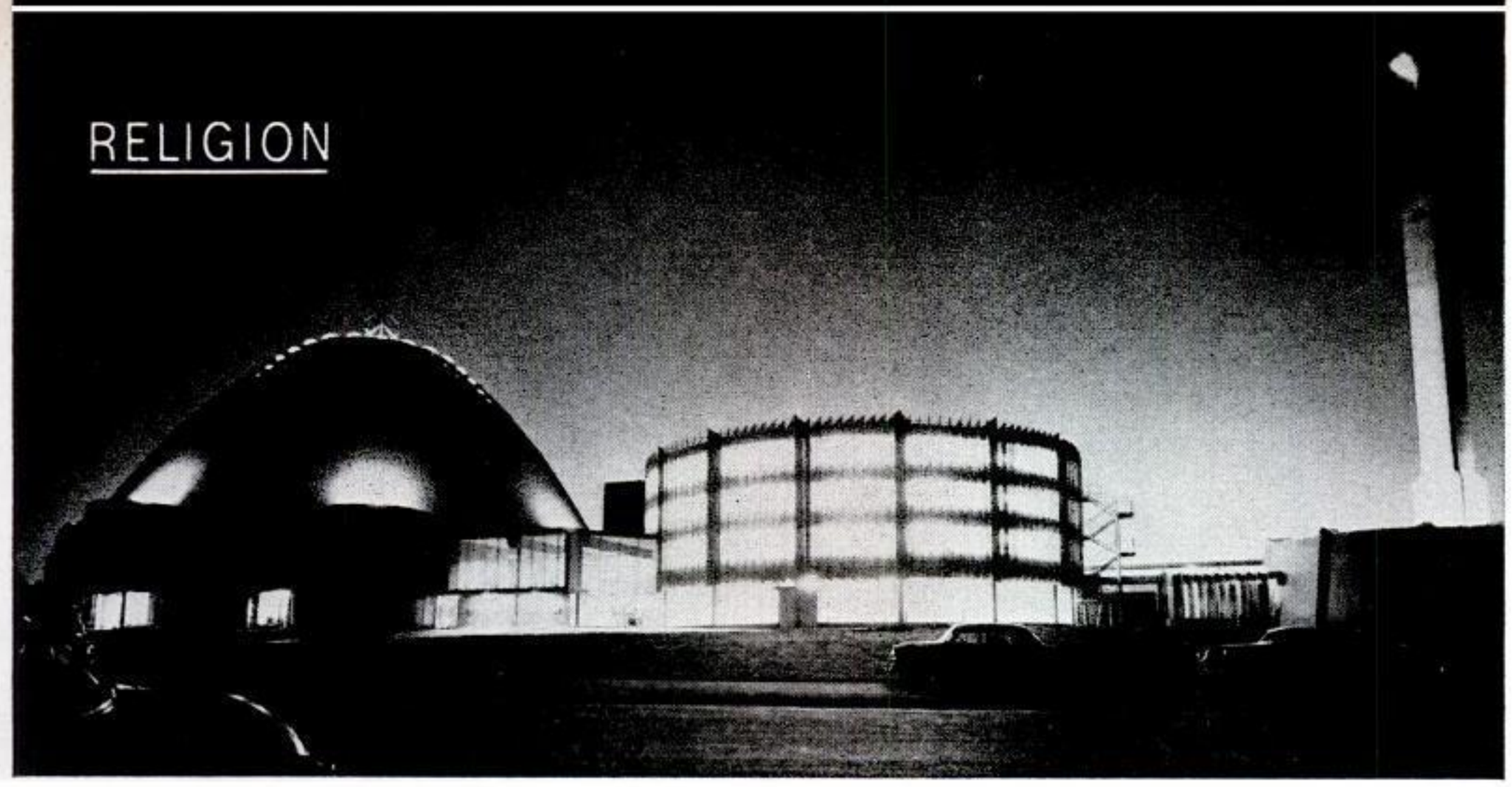
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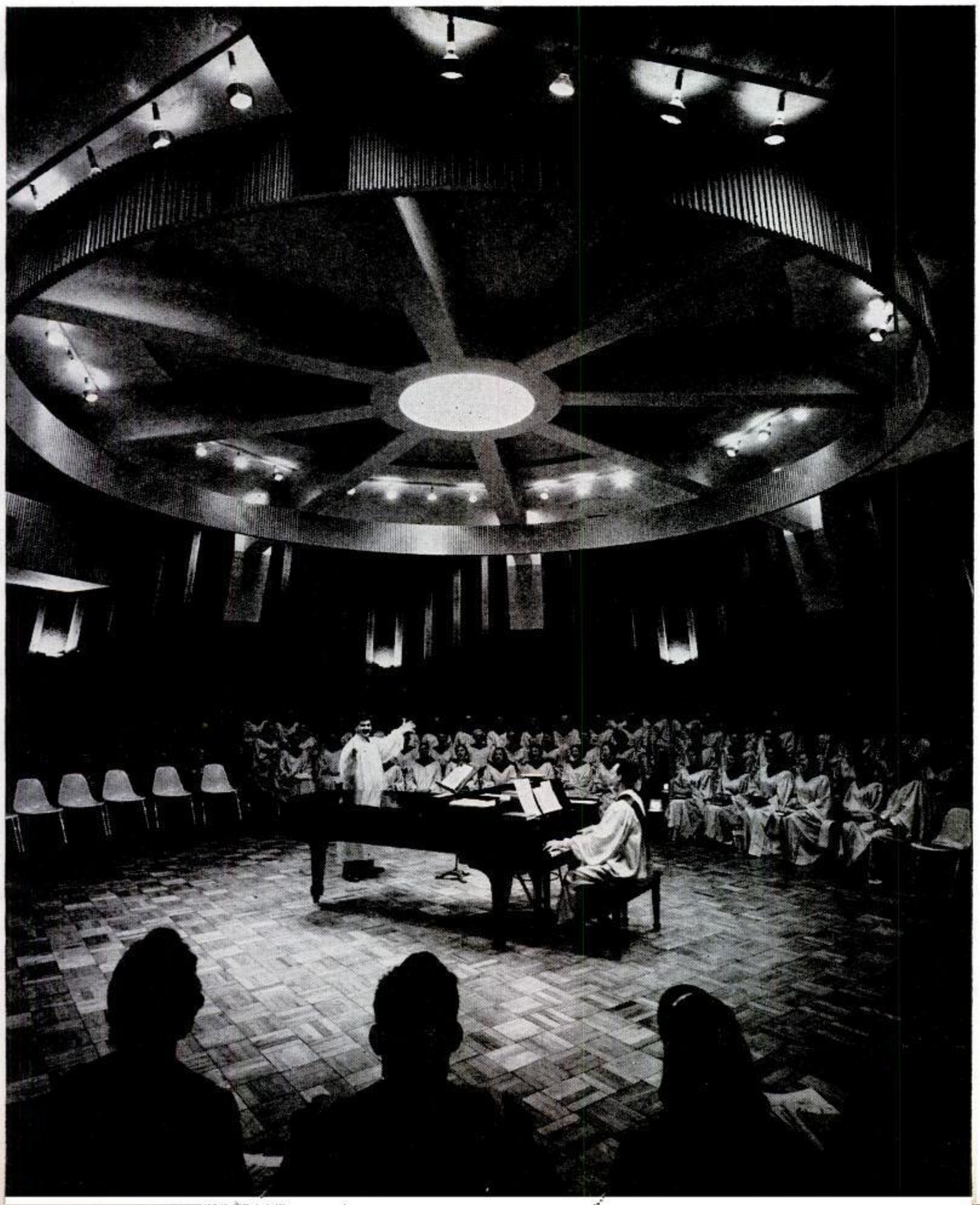
OKLAHOMA CITY'S "CHURCH OF TOMORROW" HAS SANCTUARY (LEFT), EDUCATION BUILDING, THEATER, BELL TOWER

A CHURCH'S NEW FORM

Of the many modern churches designed in the U.S. none has departed more from tradition than the First Christian Church of Oklahoma City. Built for the Disciples of Christ by R. Duane Conner, it opened in December. The sanctuary, constructed like a gigantic concrete egg, arches 110 feet into the air. An escalator carries worshipers to the 2,200 seats inside and the pulpit can be raised or lowered like an elevator.

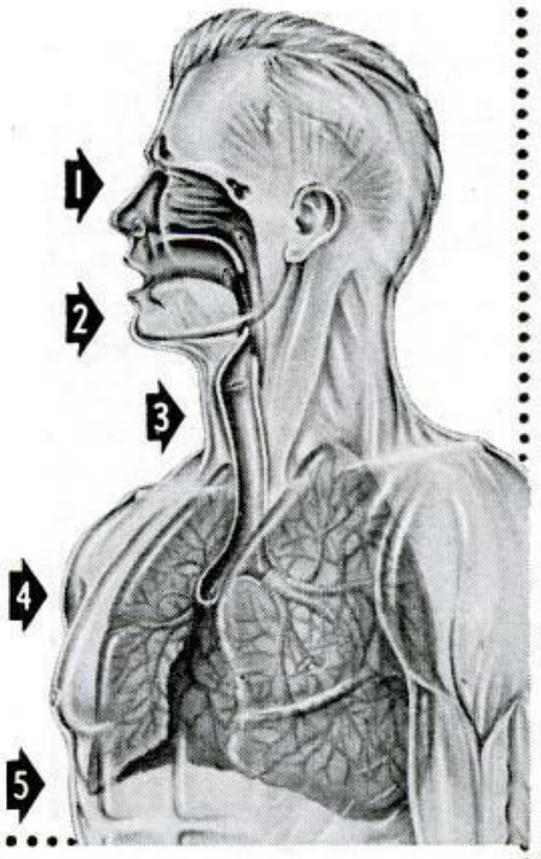
Next to the sanctuary is the circular educational building ringed with vertical steel louvres that let in the light but not the sun. Towering over all is a 150-foot bell tower capped with a natural gas torch. Still to be built is a spacious youth center with swimming pool that will bring the total costs to $4 million.

CHOIR PRACTICES IN THEATER-IN-THE-ROUND UNDER HUGE WHEEL WHICH SHEDS LIGHT, IMPROVES ACOUSTICS



Coldene
Attacks the
5 stages of the
common cold

SNEEZING, SNIFFLES 1 STUFFY NOSE
SORE 2 THROAT
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A new idea in
cold medicine.
Brings you feelable
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IT'S LIQUID—goes to work faster

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IT'S COMPLETE—takes the place of nose spray, antihistamine, gargle, cough syrup, chest rub and pain reliever

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Where Does Psychology

WHILE FREUD IS STILL DEBATED, SCIENTISTS OPEN NEW PATHS IN

BY ERNEST HAVEMANN

With this instalment, LIFE *concludes its series on the age of psychology. Having shown in four earlier instalments how great an influence psychology has become in our daily lives and how the psychoanalyst has found his way of treating the problems of troubled people, the series now gives an appraisal of psychoanalysis and of the whole future of mental therapy.*

PSYCHOANALYSIS has had more than 50 years to prove itself. Are its concepts now established fact or still sheer fancy? Psychoanalysis and psychology in general constitute a radically new approach in mankind's long struggle toward a fuller and happier life. Where have they brought us and where are they leading us? What are the chances that drugs may some day supplant psychological treatment of mental ills?

Before we try to answer these questions, it must be pointed out that Freud's psychoanalytic theory which was described in detail last week has not gone completely unchallenged even among his own students and followers. There have been some notable rebels in the ranks of the psychoanalysts, the two most famous being Alfred Adler and Carl Jung. These two men, both of them among the early associates of Freud, broke away from him at about the same period, roughly the year 1911 and the months immediately following, and founded rival schools of their own. For a time, at least, the entire psychoanalytic movement was in schism.

Adler found himself unwilling to believe Freud's theories of the sexual origins of neurosis, and came to feel that the entire Freudian doctrine was far too vague and complex. As he saw it, all adult human psychology, normal or abnormal, revolves around the fact that a baby is born into the world completely helpless, utterly dependent on those around it and therefore filled with the most profound feelings of inferiority. All later life is an attempt to achieve a sense of superiority to make up for these early inadequacies. Where development is normal, the growing child acquires such virtues as courage, independence and wholesome ambition. Where development is thwarted by unsympathetic parents or by a defect such as lameness or stuttering, the growing child can get into all sorts of neurotic difficulties. He may become overwhelmed by feelings of inadequacy—a victim of that famous Adlerian concept, the "inferiority complex." Or he may become overly ambitious and aggressive in a destructive sense. Adler's theories of the cause of neurosis were much simpler than Freud's and so were his methods of helping patients. He felt that the most important thing was to lead the patient to understand the struggle between his urge for superiority and his feelings of inferiority and then help the patient to resolve the struggle by sympathetic guidance and encouragement.

Jung, on the other hand, is even more complex than Freud. He, too, refuses to believe in the sexual origin of neurosis, but he seeks the causes in far more subtle and even mystic matters. Jung believes every man's life is deeply influenced by a "collective unconscious" which is his heritage from thousands of years of mankind's struggles. The collective unconscious is a reservoir of all the attitudes our ancient ancestors had toward life and death, toward religion, toward virtue and sin. It is full of such symbols as the Good Mother who protects us, the Terrible Mother who casts us out into the dangers of life, and the magic circle which throughout mankind's history has represented a full and balanced existence. Neurotic problems are a sign of failure to integrate all these age-old strivings, and the solution lies in attaining an understanding in depth of how we have failed to express ourselves and to fulfill our destinies.

Jung, who is now 81 but still active, has had a considerable appeal over the years to people who liked the general idea of psychoanalysis but found Freud too concerned with sex and too oblivious of man's religious impulses. Adler, who died in 1937, had a considerable vogue among those who found Freud too complicated. (Freudians sometimes call Adler a "kindergarten psychologist.") But the three-way split among the analysts has now been resolved in Freud's favor. In our attempt to determine how well psychoanalysis is doing in this second half-century of its influence, we must therefore concentrate upon the pros and cons of the Freudian theory.

We can throw out the most common complaints of psychoanalysis right at the start. The analyst, more than any other professional man except possibly the politician, has to accept gratuitous insult as a routine occupational hazard. His successes go unnoticed, while his failures fairly shout for attention. The patients for whom he has done the most usually go about their business quietly, and nobody except possibly a few close friends ever knows they have been analyzed. The patients for whom he has done the least are often quite vocal and give analysis a bad name by boring their acquaintances half to death with dubious analytical lore. Among those who visit the analyst's office are a great many people who, he knows, are headed for the gravest sort of mental problem but who as yet seem only the tiniest bit odd to their families. If he treats such a patient successfully, the family is likely to think that there was nothing wrong in the first place—the treatment was just an expensive racket. If he fails and the patient has to go to a mental hospital, as is bound to happen sometimes, he gets the full blame—the patient was all right until the analyst got hold of him. And so it goes. Were analysts not so thoroughly analyzed themselves, they would doubtless all have persecution complexes.

The id, the ego and the microscope

PSYCHOANALYSIS has also been attacked on a number of quite legitimate grounds, however, by many competent and thoughtful critics. Their chief points can be summarized as follows.

Freud's so-called "discoveries" are merely theories and nothing more, completely unprovable by any laboratory methods. Nobody has ever yet seen a human id, ego or superego under a microscope and nobody ever will. All we have to go on is the unsupported word of Freud himself—and for some discouraging evidence on Freud's reliability as an observer, one need only look at the record. Take for instance the definitive biography of Freud which has been written by his first English-speaking disciple, Dr. Ernest Jones, who remained a close friend until Freud's death in 1939. Two volumes have been published (*The Life and Work of Sigmund Freud*) and a third will appear soon. The biography is completely sympathetic; indeed, it is Dr. Jones's contention that Freud's discoveries were "the nearest to a miracle that human means can compass." Yet it contains strong indications that Freud was at times very gullible.

There is, for example, the matter of Freud's long friendship with a strange and mystical Berlin doctor named Wilhelm Fliess. Dr. Fliess had a theory that all human events, including birth and death, were governed by the numbers 23 and 28. When these numbers failed him, as of course they frequently did, he went on all undaunted to add them, subtract them, multiply and juggle them until he finally proved his point. It was the most palpable kind of hocus-pocus, a sort of "science" of numerology which only the most naive Hollywood actresses are supposed to fall for. Yet Freud took it seriously, and for years believed Dr. Fliess's prediction that he would die at the age of 51. When this year came and went and he remained miraculously alive, he somehow settled on a new superstition, this time without any help from Dr. Fliess, that he would die in February 1918, a date premature by 21 years.

Psychoanalysts claim to be alert to the patient's hidden thoughts and meanings; they pride themselves on being adept at the process which the eminent lay analyst Theodor Reik has described in a

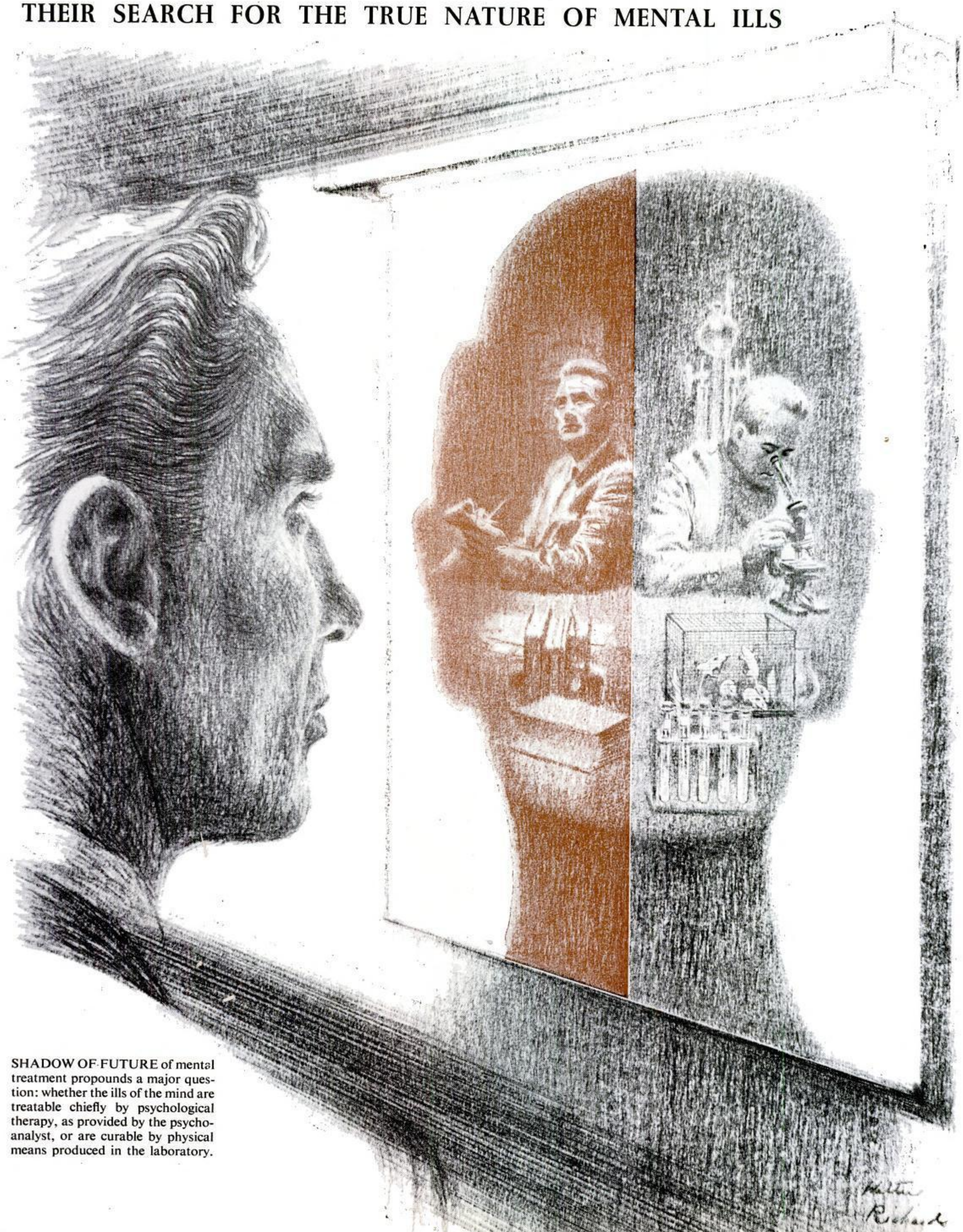
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CONCLUSION OF A SERIES

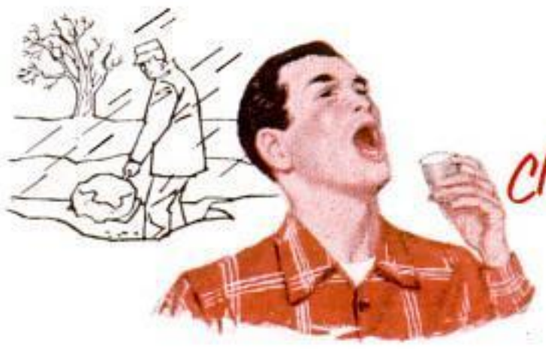
Go from Here?

THEIR SEARCH FOR THE TRUE NATURE OF MENTAL ILLS



SHADOW OF FUTURE of mental treatment propounds a major question: whether the ills of the mind are treatable chiefly by psychological therapy, as provided by the psychoanalyst, or are curable by physical means produced in the laboratory.

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A clean, fresh mouth
is always important
...especially now!









Yes, this is the time of year when regular use of Lavoris makes a lot of sense. A refreshing Lavoris gargle cleans mouth and throat ... removes the germ-laden film in which colds get a foothold. You can feel Lavoris at work. Its cleansing, stimulating action brings comfort to irritated tissues. Gargling with Lavoris is a wise habit now more than ever—and it tastes so good your whole family will want to use it.

LAVORIS
MOUTHWASH AND GARGLE

The SPARKLING RED mouthwash that tastes good ... does good!



CARL JUNG



ALFRED ADLER

EARLY REBELS, Jung and Adler, began as associates of Freud but broke with him over his theories of the unconscious and importance of sex in determining personality and behavior. Their influence has never equaled his.

PSYCHOLOGY CONTINUED

book title as *Listening with the Third Ear*. Freud's third ear, according to his critics, was quite deaf at times. Biographer Jones concedes that in the course of one analysis by Freud, of a patient whom Jones happened to know very well, he found "instance after instance" where Freud swallowed statements which Jones knew to be untrue and refused to believe things that definitely were true.

Jones also cites an incident where a new patient complained to Freud that she had been shamefully mistreated by an analyst named Dr. Blank in Ipswich, England. Freud became extremely angry and told the story with great annoyance to a British woman student whom he met during the next hour. The student caught on at once that the patient had invented the entire tale, as neurotics so often will. She pointed out tactfully that there was no Dr. Blank in England and that furthermore there had never been an analyst by any name in Ipswich, but these facts made absolutely no impression on Freud. He continued to be painfully aggrieved at the mythical Dr. Blank until he finally got a belated letter from a colleague who had sent the woman patient to him, explaining that she was a confirmed paranoiac with a specialty of claiming mistreatment by her doctors.

The opponents of analysis also say that Freudian methods can make only the most doubtful of claims for any curative value. Certainly there is strong evidence, again in the Jones biography, that Freud retained a number of neurotic traits to the end of his days despite all his intensive self-analysis. Freud was addicted to cigar smoking—20 a day—and suffered the most intense kind of psychosomatic symptoms when he tried to stop. He was something of a hypochondriac in general. His letters to friends were full of complaints about such matters, again probably psychosomatic, as constipation, poor digestion and heart palpitation. He was extremely worried about traveling and the worst kind of nervous Nellie about getting to the station long before train time. In his professional life he was inclined to be somewhat quarrelsome and quite indiscreet about confidential information he received from his associates.

An analyst re-analyzed

ANALYSTS since Freud have also had their difficulties. For proof that psychoanalysis is no 100% guarantee of equanimity even for its experts, one need only read Dr. Reik's *Fragment of a Great Confession*, in which he tells how he became overwhelmed by personal problems after 25 years as a practicing analyst, and had to be analyzed all over again. And anyone who knows a lot of analysts will testify that the ranks contain a full quota, just like any other human group, of those who lose their tempers, bark at their children, cheat at golf or try to make love to every woman they meet. There is no evidence that schools and departments of psychoanalysis are any better run than the average, or any freer from jealousy and intramural politicking. Psychoanalysts' children misbehave like

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SCENES IN LIFE OF PSYCHOANALYSIS' FOUNDER



WITH FATHER, wool merchant, Freud posed at 8. He was eldest child of father's second marriage.



HIS MOTHER, Amalie, was a strong-willed person, like Sigmund (*left*, at 16). She lived to be 95.



WEDDING PICTURE in 1886 shows Freud and Martha Bernays. Engagement lasted four years.



AT HIS DESK in Vienna study Freud in 1938 works over his last book, *Moses and Monotheism*.



HIS PLEASURES included collecting statuettes and smoking cigars (in tray)—up to 20 a day.



AT EASE at a family gathering in outskirts of Vienna, Freud chats with his brother Alexander.

PSYCHOLOGY CONTINUED

any others. If the analysts cannot cure themselves, how can they hope to cure anybody?

There is also one very practical objection to psychoanalysis. A complete analysis requires that the patient manage to get away from his duties for an hour a day, plus traveling time to and from the doctor's office, three to five times a week for two to five years. It costs anywhere from $7,000 to $25,000 and up. How many people have the time, not to mention the money? Even if the world should some day become sufficiently leisurely and wealthy, how could we still train enough analysts to go around? As things stand now, only a small minority of people even live anywhere near an analyst's office—and perhaps one in a hundred can afford to go. If the world has to wait for psychoanalysis to save it, most of us are doomed.

The case against psychoanalysis is a strong one; it cannot easily be brushed aside. How then do the analysts answer it?

They answer it, most of them at least, in surprisingly modest terms. Analysts are not, though they have been so advertised by some of the noisier ones, a bunch of know-it-alls. They are, by and large, a most moderate and even diffident group, and it is only a relatively few extremists among them who seem so cocksure and so contemptuous of criticism. Every time one of these extremists among the analysts or other psychiatrists gets up in public and states categorically that comic books are the cause of juvenile delinquency, or testifies in court that he has been watching the defendant stare at the ceiling and can positively guarantee that the fellow is a psychopath, the more conservative practitioners wince.

Most analysts would concede that the Freudian theories are unprovable by usual scientific standards, but would maintain that the theories have to be accepted because there is no better way to explain what is now a considerable body of human observation. Freud was a genius at achieving pioneer insights into the depths of human character, and his findings have been verified time and time again in the treatment of many thousands of patients. Perhaps he was somewhat gullible at times, as his critics claim, but he caught his errors in the long run and was far freer than most people to admit them and abandon them—as when he completely dropped Wilhelm Fliess. Indeed even his naiveté was an asset in that it enabled him to explore and finally find the right answer to problems which a less imaginative man might have ignored.

Freud the family man

ON the personal side, it is certainly true that Freud retained some obvious neuroticisms all his life, but surely no fair critic could deny that his self-analysis was nonetheless of infinite value to him. He rid himself completely of the deep anxieties and depressions which marked his youth. He did an enormous amount of work, which is one good practical measure of mental health, and made a considerable number of long-term friends, which is another. His family life, though run along lines which would perhaps seem old-fashioned and patriarchal now, was unusually free and spontaneous for Victorian days. Granted that Freud had his idiosyncrasies, these were of a minor sort which—at least before his time—would have been considered any man's due.

In attempting to assess how much they have managed to help

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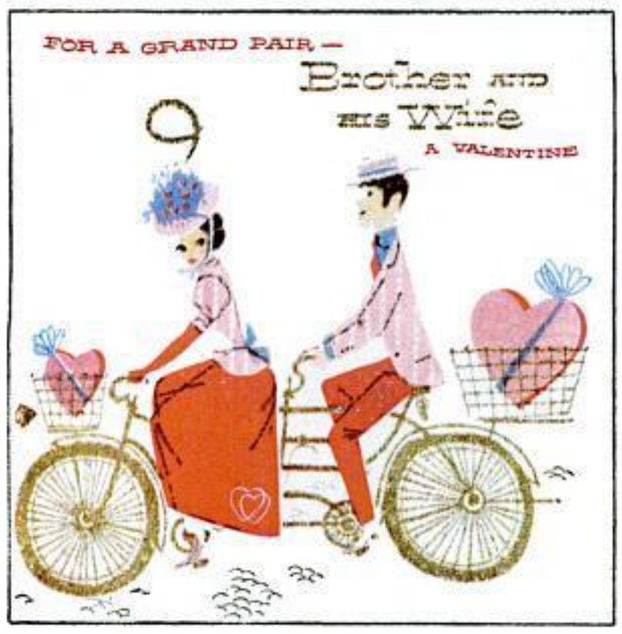
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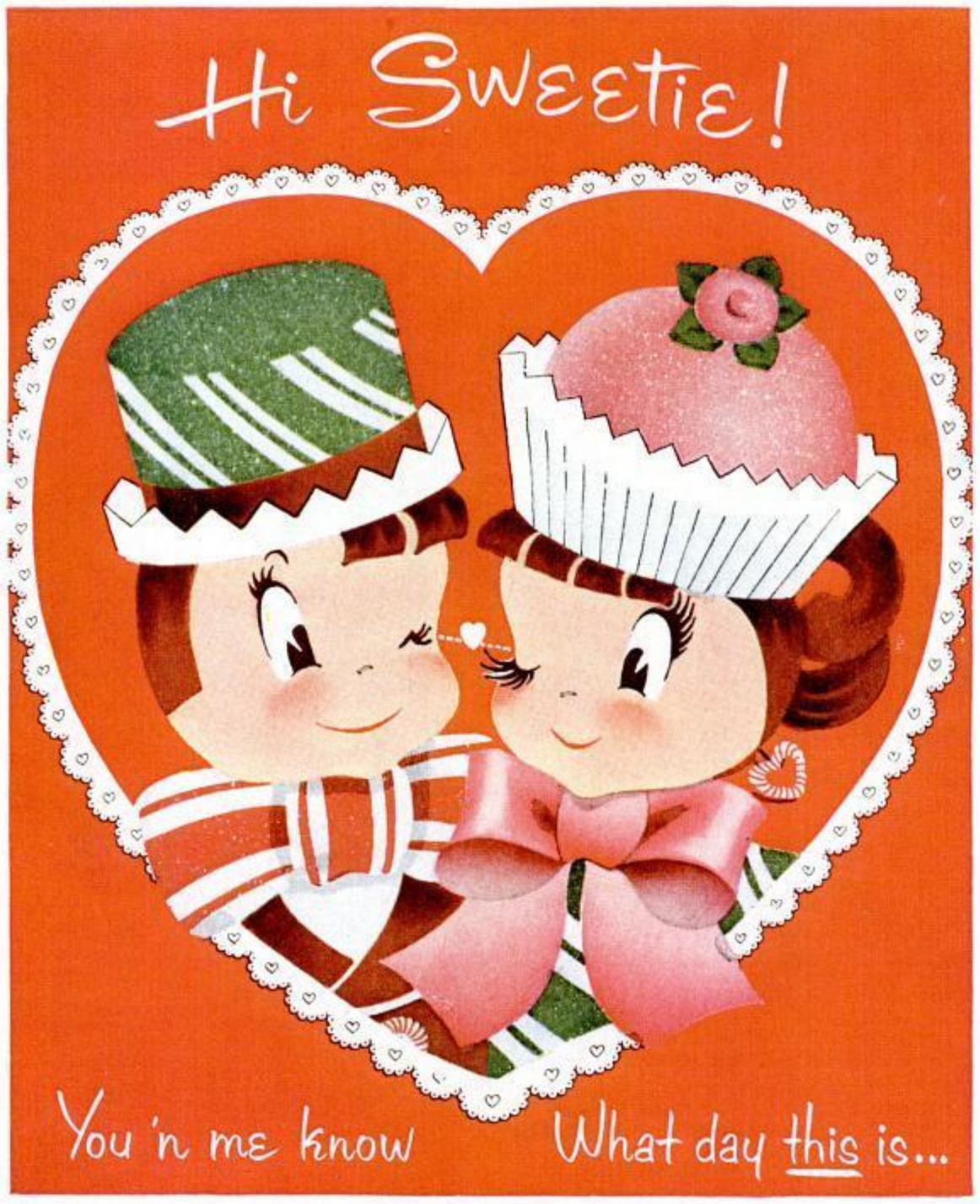
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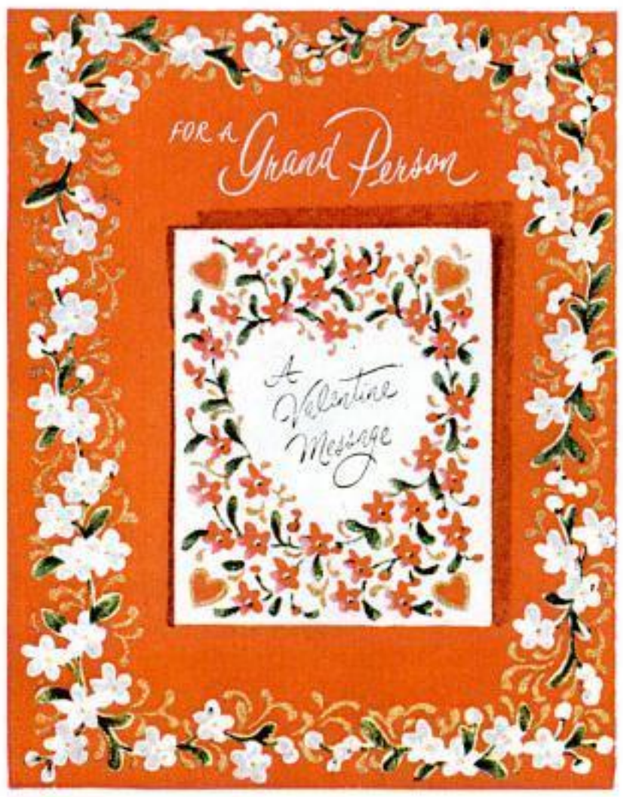
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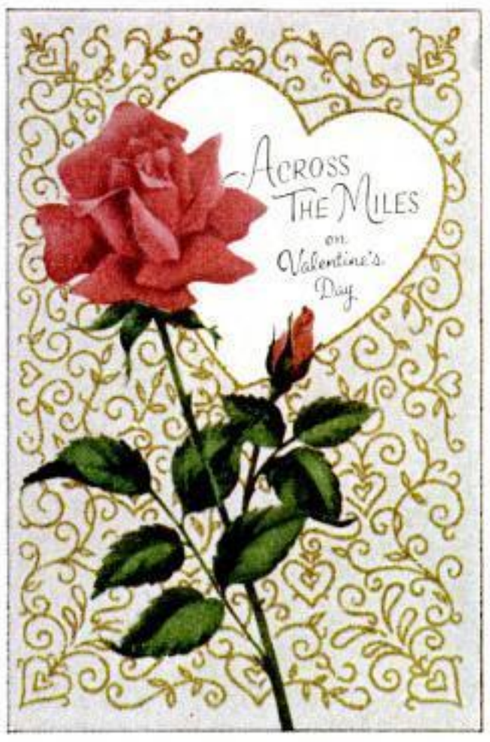








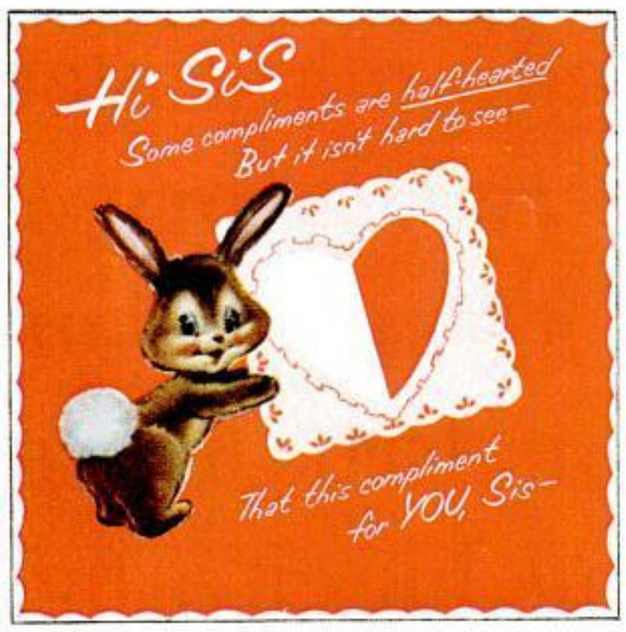
















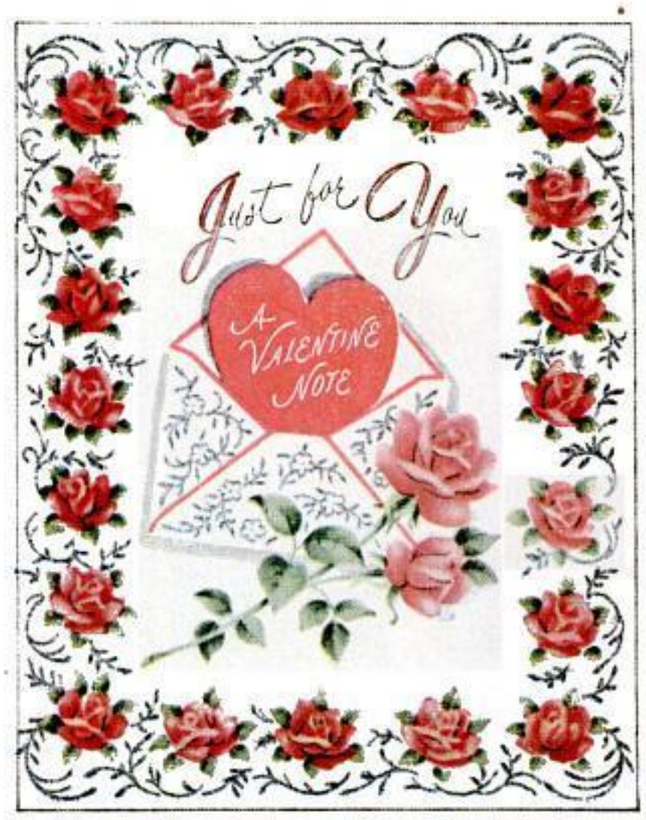


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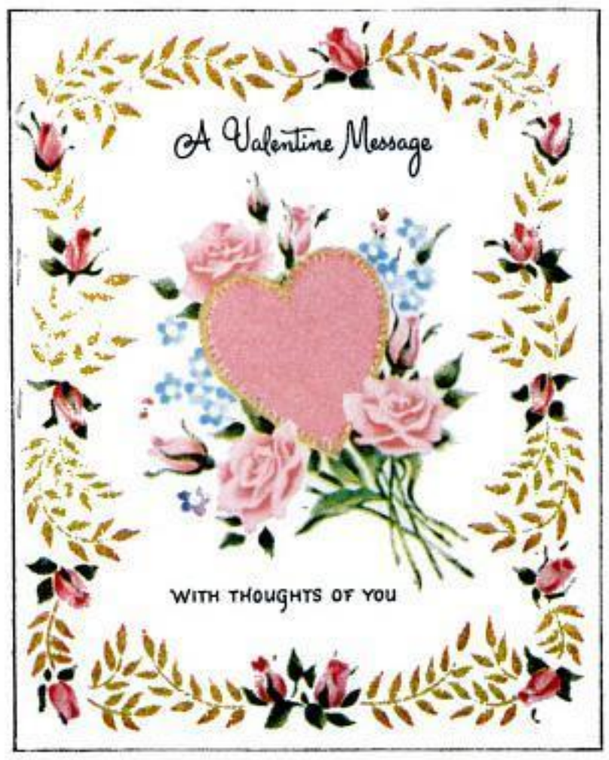
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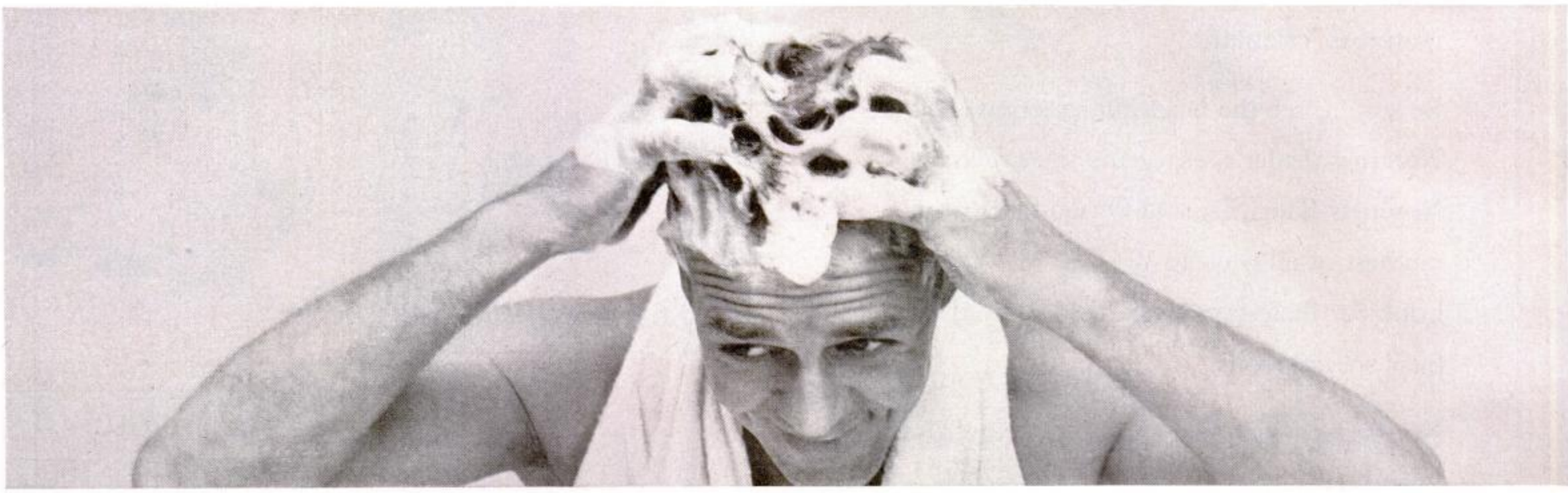
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their patients, the more conservative analysts always bear in mind that they are operating in a field where a certain number of cures have been effected for centuries by witch doctors, medicine men, magic waters and sugar pills. Every analyst can certainly cite from his own experience a number of cases of patients who came to analysis disturbed, unhappy and barely able to carry on, and went away full of vigor and optimism. The question is how many of these patients would have shown the same marvelous improvement with different treatment, or without any treatment at all.

There are no reliable statistics, but if any existed they would show anything but 100% success. Freud himself conceded that analysis was not very effective with really badly disturbed people like the schizophrenics who constitute the largest group of mental hospital patients. Even among the merely neurotic, analysis has spotty results. It seems to have its best chance of success if the patient is quite young and if his difficulties are causing him sufficient discomfort to give him a strong motive for improvement. Some analysts have considerably more success than others. All of this has led one prominent and conservative analyst to make this private evaluation: "*If* what's troubling you isn't too serious, and *if* you're lucky enough to go to one of the few analysts who seem to be good at what they're doing, and *if* you're a good patient and work hard, then *maybe* analysis can help you."

Following the saints

LONG before Freud was ever born, saints and great teachers were comforting and enriching the lives of others. The hope of psychoanalysis, which keeps it going and growing, is that it is a tool which can help human unfortunates and add to human happiness even in the hands of men who are less than saints and geniuses. All analysts feel that they have managed to accomplish a great deal under the pioneering circumstances. They also believe that the art of analysis is constantly being improved, and that the new generation of analysts will probably accomplish far more than the old.

And of course one need not accept Freud to believe in the value of some kind of psychological therapy. The followers of Adler and Jung have had their share of success with patients despite their differing theories and methods of treatment. So have the members of some of the newer schools of psychoanalysis which have broken away to greater or lesser degree from Freudian theory. Among these are the Karen Horney group and the Harry Stack Sullivan group, both of which place less emphasis than did Freud on the patient's instinctual drives and more on his present problems. The clinical psychologists, most of whom use a much simpler form of therapy than the psychoanalysts, have helped many people. Indeed of all the branches of psychology which have been discussed in these articles—the "pure" psychology of the senses and learning, the applied psychology of industry and the armed services—by far the fastest growing is clinical psychology. About 40% of the students taking their Ph.D.s this year are specializing in it.

The psychiatrists aside from the analysts have also had success with a wide variety of therapeutic techniques. The psychiatrists, as has been said, comprise the great majority of those treating the mentally ill. Doing much of their work in mental hospitals and clinics, they see all kinds of patients and especially the most difficult ones. In the course of a single day the psychiatrist may be called upon to treat a mentally retarded infant who suffered an oxygen lack before birth, a young woman with early symptoms of schizophrenia and an old man whose brain cells are deteriorating with age. Faced with such a range of problems, the psychiatrists have become mental health's great eclectics—they use any techniques that seem useful.

The psychiatrists have adopted many of the findings of the psychologists and many of the concepts and methods of psychoanalysis. They also use a wide variety of physiological methods and medicines. A good example of the way they work is the treatment they gave to battle-fatigued soldiers during World War II. The typical psychiatrist first put the soldier under sedation for a couple of days, to make the most of the well-known

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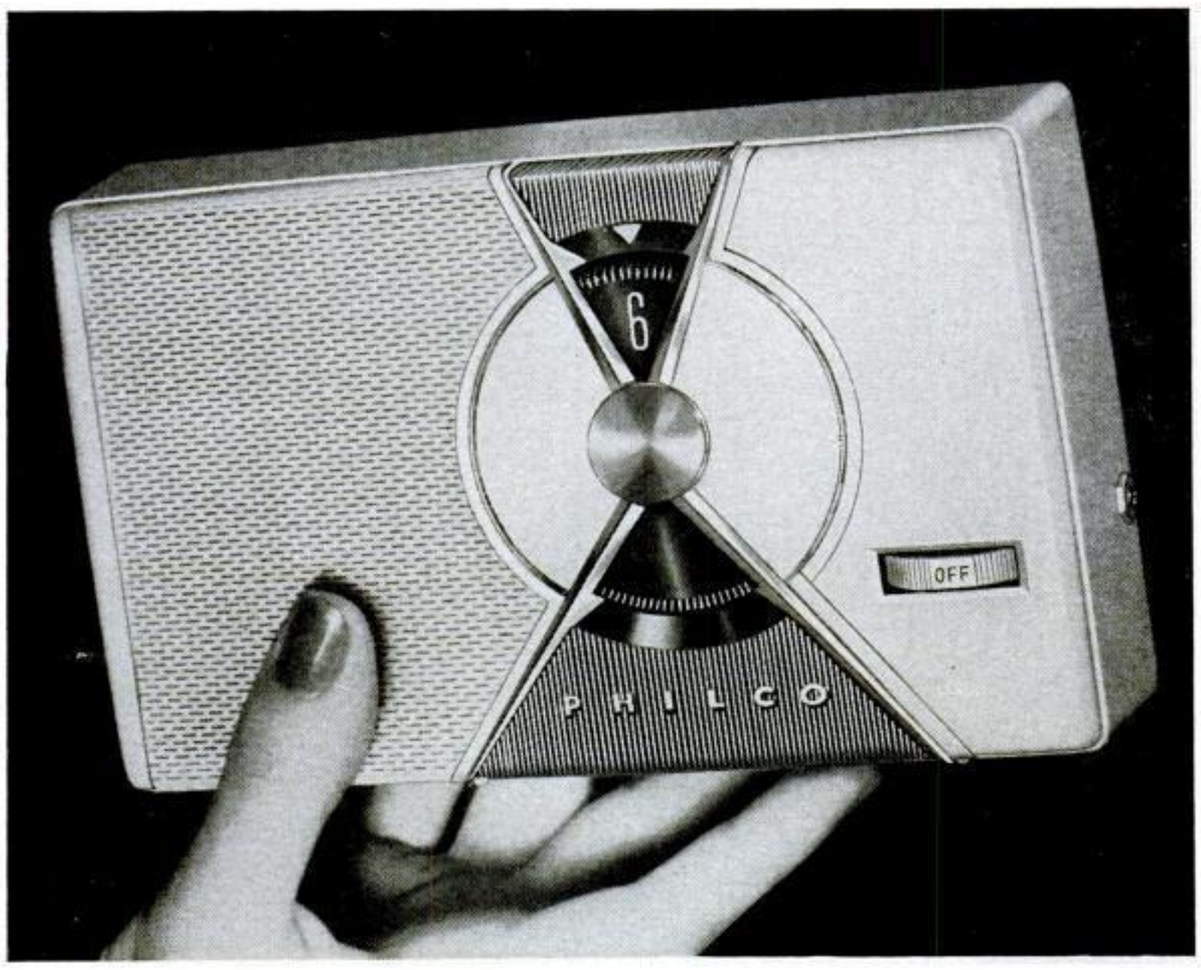


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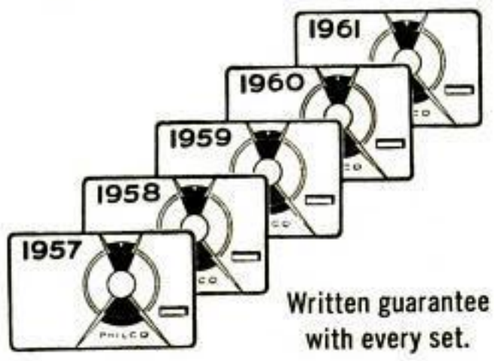
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GROUP THERAPY, psychiatric technique in which patients achieve better understanding of themselves by airing problems together, is led at Manhattan State Hospital by Dr. John Goss Jr. (*top*, with right elbow on knee).

value of sleep in repairing the human organism. He then tried narco-analysis in which a drug like sodium amytal (a "truth serum") is administered to produce a flow of talk and free associations. He followed this with a fairly simple form of psychotherapy—merely explaining to the soldier that fear is a normal human emotion involving definite, useful but sometimes highly unpleasant changes in the body. If the soldier was badly underweight as a result of inability to eat or to keep food down, the psychiatrist prescribed intravenous feedings, small doses of insulin to stimulate appetite or other pharmacological methods of building up the body tissue. If all this failed to bring about any improvement, he then resorted to deeper psychotherapy, something like a short form of psychoanalysis.

Speaking in the most general terms, the psychiatrist considers all patients "battle fatigued." He believes that all of us are limited in the amount of strain we can stand. Our limits are set by the constitutions we have inherited and by the way we have solved or failed to solve the emotional problems of growing up. As a practical matter, the psychiatrist tries to keep his treatment as short as possible. His concept of a cure is a pragmatic one: he thinks in terms of getting the patient in shape to carry on his daily affairs successfully. He does not try to bring about a total understanding and integration in the psychoanalytic sense—which he tends to consider an impossible goal anyway.

A practical approach

USUALLY the psychiatrist is much more interested than the analyst in such things as the patient's job, working conditions, marriage and children. Where the analyst's ideal is to make the patient capable of functioning well in practically any environment, the psychiatrist often tries to shore up the patient by taking some of the strains out of the existing environment. He does this, in most cases, with the help of that new and valuable aide called the psychiatric social worker. Especially in dealing with the lowest-income groups, the psychiatrist would tend to say that often the patient cannot be expected to improve at all unless the physical and financial circumstances of his life can somehow be bettered. Likewise many psychiatrists believe that the greatest hope for preventing and alleviating the mental ills of old age lies with the sociologist, for the thing the aged need most is a continuing sense of usefulness and participation in the community.

Of all the numerous approaches used by psychiatrists, it is the purely medical one which has received the most public attention lately. The theory that mental ills are essentially a reflection of some abnormal physical condition has appealed to many observers for years. Recently it received a great boost from the sudden fame of the tranquilizing drugs like reserpine and chlorpromazine (LIFE, Oct. 15, 22). Actually there is no evidence that the tranquilizers get at the causes of the psychoses, but they do improve the behavior and lucidity of the mentally ill to the point where the patients are easy to handle in institutions and often can even get along in society. But the tranquilizers

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are certainly the most dramatic of the recent additions to a considerable body of evidence that some, most or even all psychoses have an essentially physical or chemical basis and may some day be cured by the proper drugs.

If mankind's emotional ills had no physical cause whatever, and were strictly a product of the particular stresses and strains of a particular society, one would expect them to vary greatly from time to time through history and from place to place. But records of the early Massachusetts courts show that there were just as many commitments to mental hospitals, in proportion to population, in the quieter and more rural Massachusetts of the 19th Century as in the speeded-up industrial Massachusetts of today. A study of the old-fashioned island of Bornholm off the coast of Denmark, an 18th Century type of society, completely isolated from the hurly-burly of our modern civilization, has shown the same types of psychosis and neurosis found in our most frantic cities. In fact anthropologists say they have found familiar patterns of mental aberrations in every society and culture they have ever studied.

The identical schizophrenics

SOME of the statistics on heredity, although never very widely kept, also seem to argue for a physical basis. Some famous studies by Dr. Franz Kallmann indicate that if a parent has schizophrenia his children are 16 times as likely as the average person to have it. Among identical twins Kallmann found that when one is schizophrenic the other is too in 86% of cases, and when one twin has manic-depressive psychosis the other does too in 96% of cases. The only question is to what extent these figures reflect the effects of sheer heredity and to what extent the effects of a bad family environment. What is needed to resolve the argument is a group of cases of identical twins reared in different households, but these have been too rare to date to provide any positive proof.

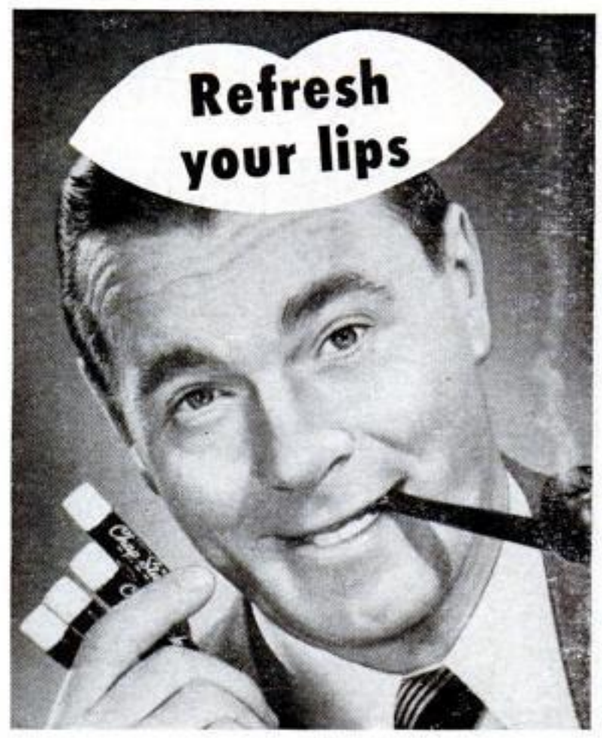
Aside from theoretical speculation, it is a matter of hard fact that a considerable number of mental disturbances of various types have already been definitely traced to physical causes. Among them are paresis (caused by the syphilis spirochete), dementia of the aged (caused by constricted blood vessels and deteriorating brain cells) and the psychosis accompanying pellagra (a disease caused by a vitamin deficiency). Drugs have been developed to combat epilepsy and a hormone has been found to prevent cretinism.

A number of experimenters are now doing research along lines suggested by the work of Dr. Hans Selye of the University of Montreal, an endocrinologist or gland expert who has become famous in recent years for his work on what he calls "nonspecific stress." What Dr. Selye says, in brief, is this: that everything we do and everything that happens to us, from the normal effort of work and play to an attack by bacteria, creates a condition of stress inside the body. Our physical apparatus goes to work either to facilitate the effort, adjust to the change or repair the damage. The "stress apparatus," as Dr. Selye sees it, is chiefly regulated by the pituitary and adrenal glands, but also involves the nervous system, heart, lungs, stomach, liver, kidneys and lymph glands. When the system is working properly we get along fine and are impervious even to bacteria that might make us sick under less efficient conditions. When we are under a severe or prolonged strain of some sort, the over- or underfunctioning of the stress apparatus itself may lead to physical ailments or perhaps mental disturbances as well.

"A happy thought or a worried thought affects the stress apparatus; likewise the complicated body chemistry of the stress apparatus must surely have an effect upon the brain. It is, for example, Dr. Selye's present hunch—though no more than a hunch—that the secret of schizophrenia may be some apparently harmless chemical which is quite naturally and normally produced in the brain by the working of the nerve cells and the burning of food. He presumes that it would be a chemical which has no effect on people whose stress apparatus is working properly, but causes insanity when the apparatus is out of kilter and changes the body's chemistry in some as yet unknown way.

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Our best to you in 1957

It's always **57** *for good eating*

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Second car? No sir—*first* car! Dodge has changed the station wagon from a dirt-road drudge to a luxury limousine. Custom Sierra 4-Door (shown above) is one of five Swept-Wing Dodge Wagons.



Observation Lounge passengers—board train at rear! The accommodations are strictly first class.



Snug as two bugs in the Spectator Seat. (But there's plenty of room for *three*.) Tailgate latches securely—no doors.



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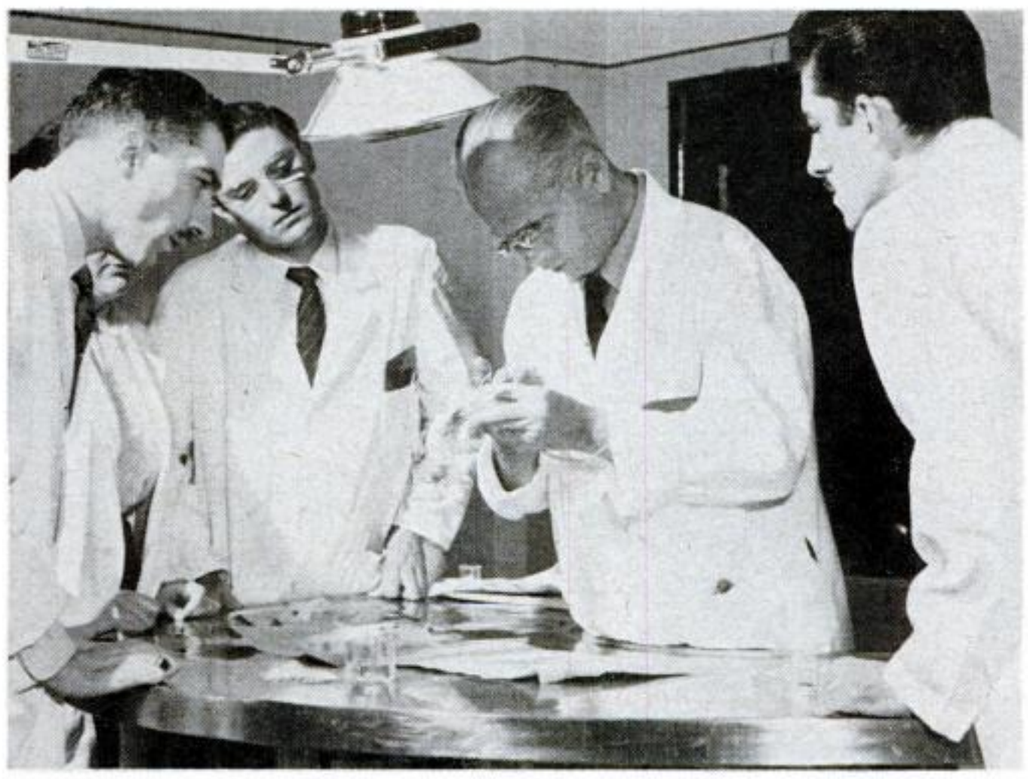
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Who says station wagons are alike! Up comes Dodge with a string of swept-wing sweethearts just teeming with Autodynamic ideas. New ideas! Practical ideas! Fun ideas—like the Observation Lounge with Spectator Seat. Write for free descriptive folder in full color: Dodge Division, Dept. C, Box 1259, Detroit 31, Michigan.

SWEPT·WING '57 Dodge

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MEASURING STRESS, Dr. Hans Selye (*second from right*) of University of Montreal finds rat's adrenal gland expands after rat has had nervous strain. This kind of link between physical and emotional disorders leads Selye to suspect that mental trouble may be partly physical in origin.

PSYCHOLOGY CONTINUED

All this evidence and speculation about drugs suggest some interesting possibilities. Perhaps most mental problems have a direct physical cause for which we shall some day have a medicine. Perhaps the psychoses have a direct physical basis but the minor neurotic problems do not—which could mean that psychiatrists might some day be in the ironic position of today's general practitioners, fine at curing pneumonia but unable to make much headway against the common cold. Or the physical and psychological aspects may be so intermingled that, like the chicken and the egg, it will always be impossible to say which came first.

Freud himself felt—though some of his followers seem to have forgotten it—that there had to be some kind of close relationship between psychiatry and physical medicine; he said that behind the psychoanalyst stands the man with the syringe. Certainly the new burst of interest in mental ills among the physical scientists—biochemists, physiologists, pharmacologists, neurologists and others—holds great promise. In the opinion of some experts it heralds a major breakthrough. A great deal of optimism for the future has been engendered, for example, by the work at Yale of Dr. José Delgado, who has been learning all sorts of new facts about the functioning of various centers of the brain. Yet while psychiatrists, psychoanalysts and psychologists like to think and talk about what they may achieve tomorrow, they have already come quite a long way.

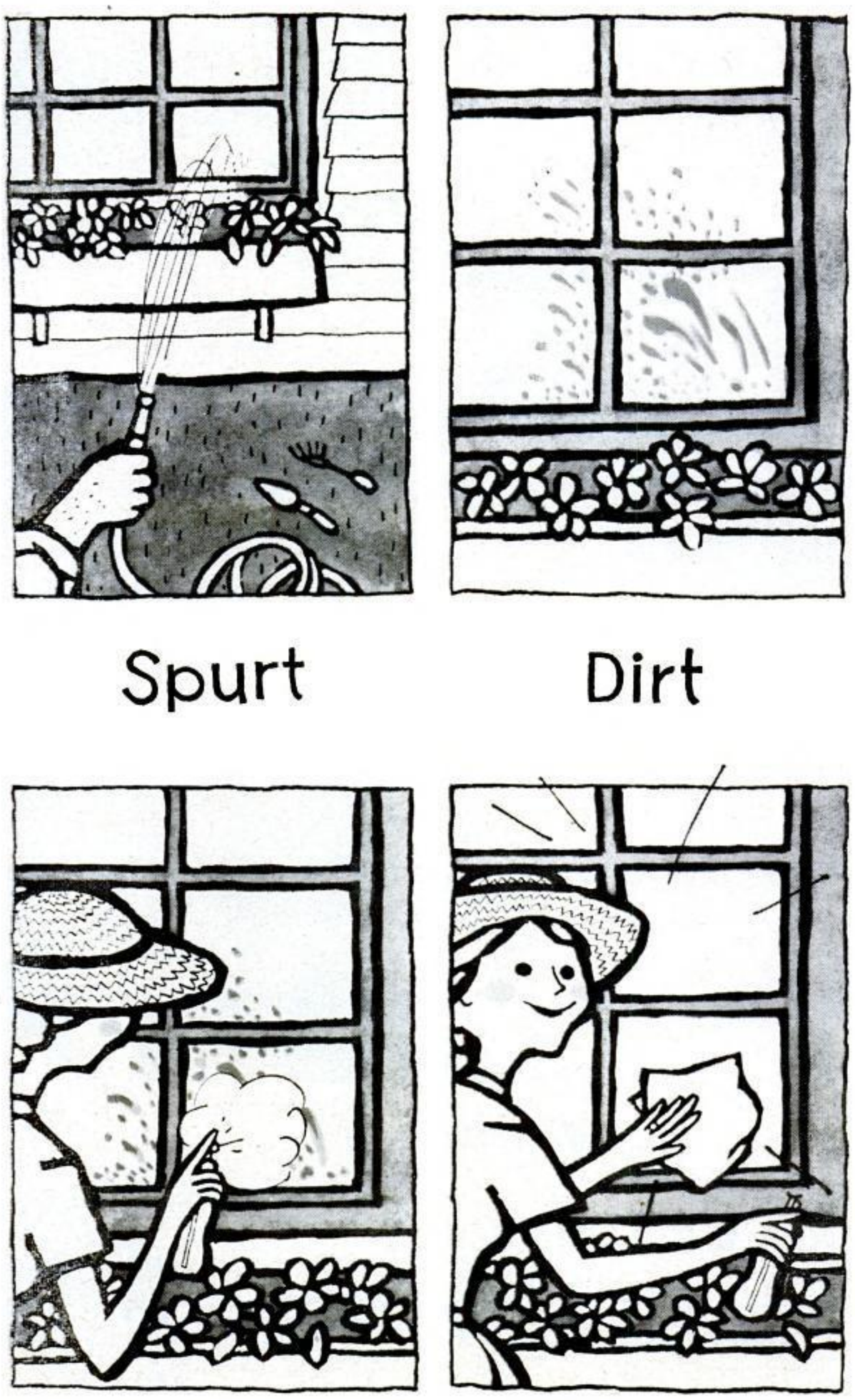
Even psychiatrists not yet past middle age can remember when the only real difference between what they considered an average mental hospital and a bad one was that in the average hospital the patients were beaten less frequently. In those days, two or three decades ago, the typical hospital was staffed by a politically appointed superintendent, usually without any special training; by a group of guards chosen for their physical strength; by a few psychiatrists valiantly trying to introduce the most elementary reforms; and perhaps by one pioneer psychologist and by one social worker just beginning to learn the ropes.

Today, although most mental hospitals are still understaffed, the differences are amazing. The whole level of competence has risen rapidly. The old brutality is vanishing. In more and more hospitals the psychiatrists and psychologists now have time, though not nearly so much as they wish they had, for a good bit of personal care, testing and therapy. The well-trained psychiatric nurse, male and female alike, is replacing the old strong-arm guard—and is becoming one of the unsung heroes of the line. Even the least wealthy and most overcrowded hospitals are in at least one sense ahead of the general public. Every hospital has a number of patients, sometimes a great many of them, who have progressed to the point where they could easily be

CONTINUED



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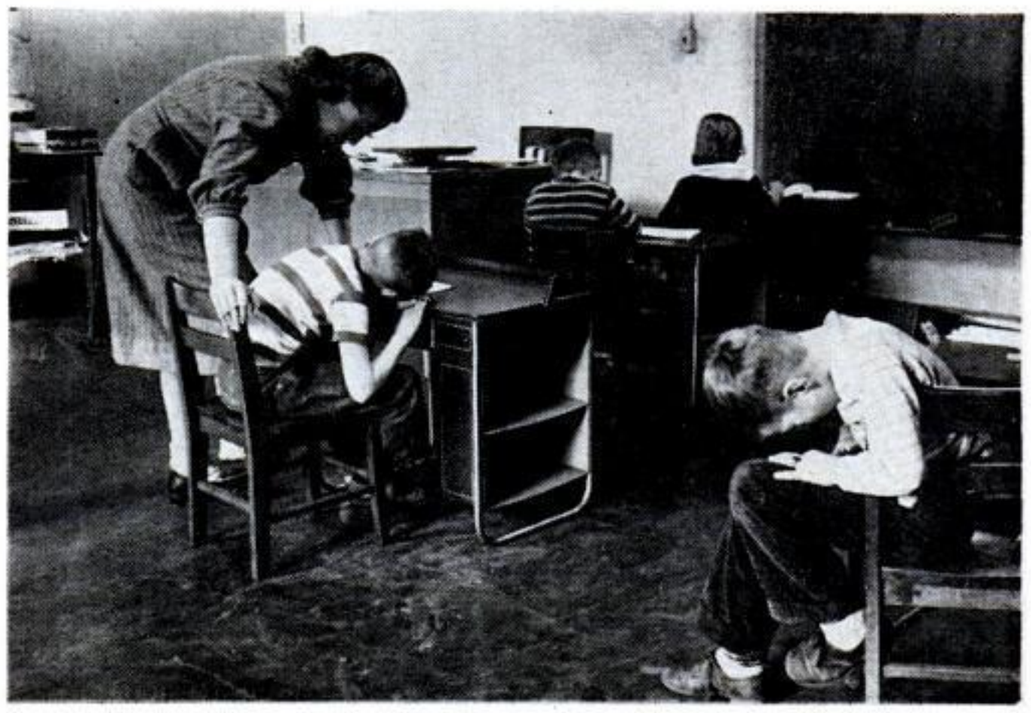
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HELP FOR DISTURBED CHILDREN is given successfully at University of Chicago's Orthogenic School. In top picture, teacher attends to one boy as another waits. Below, with first boy off on new task, she helps second.

PSYCHOLOGY CONTINUED

sent home—except that their families do not want them home.

The current trend, which will doubtless continue even if there are no major discoveries in the next few years, is for psychiatry to move out of the mental hospital and into the community. The new place of the psychiatrist, the psychoanalyst, the clinical psychologist—and of their new partners, the psychiatric nurses and psychiatric social workers—is in everyday private work or in community clinics. At the same time more and more clergymen and teachers are becoming wise in the ways of psychology. Public health officials and organizations like the National Association for Mental Health are helping spread the gospel, especially among families of mental patients.

Psychiatrists are experimenting with all kinds of short-cut methods of helping the emotionally disturbed. Even some of the analysts, although traditionally committed to the 1,000-hour type of treatment, are trying out a much briefer, accelerated type of therapy. Some are experimenting with group therapy, in which they treat perhaps a half dozen patients who discuss their problems back and forth. Many of them feel that the greatest opportunity of all may lie in the area of preventive psychology and psychiatry, perhaps a new science of child rearing and youth education which will keep conflicts from developing. Studies of orphans and the temporary orphans who lived in nursery homes in wartime London have shown how important love and attention are to the baby's psychological development, and how their absence can cause symptoms exactly like an adult psychosis. Psychiatric workers in a few experimental institutions, notably the Orthogenic School of the University of Chicago, have had remarkable success in rehabilitating children who were completely unable to get along at home or at school.

Until the psychologist and psychiatrist appeared on the scene, man had no scientific way of appraising himself. True, he had

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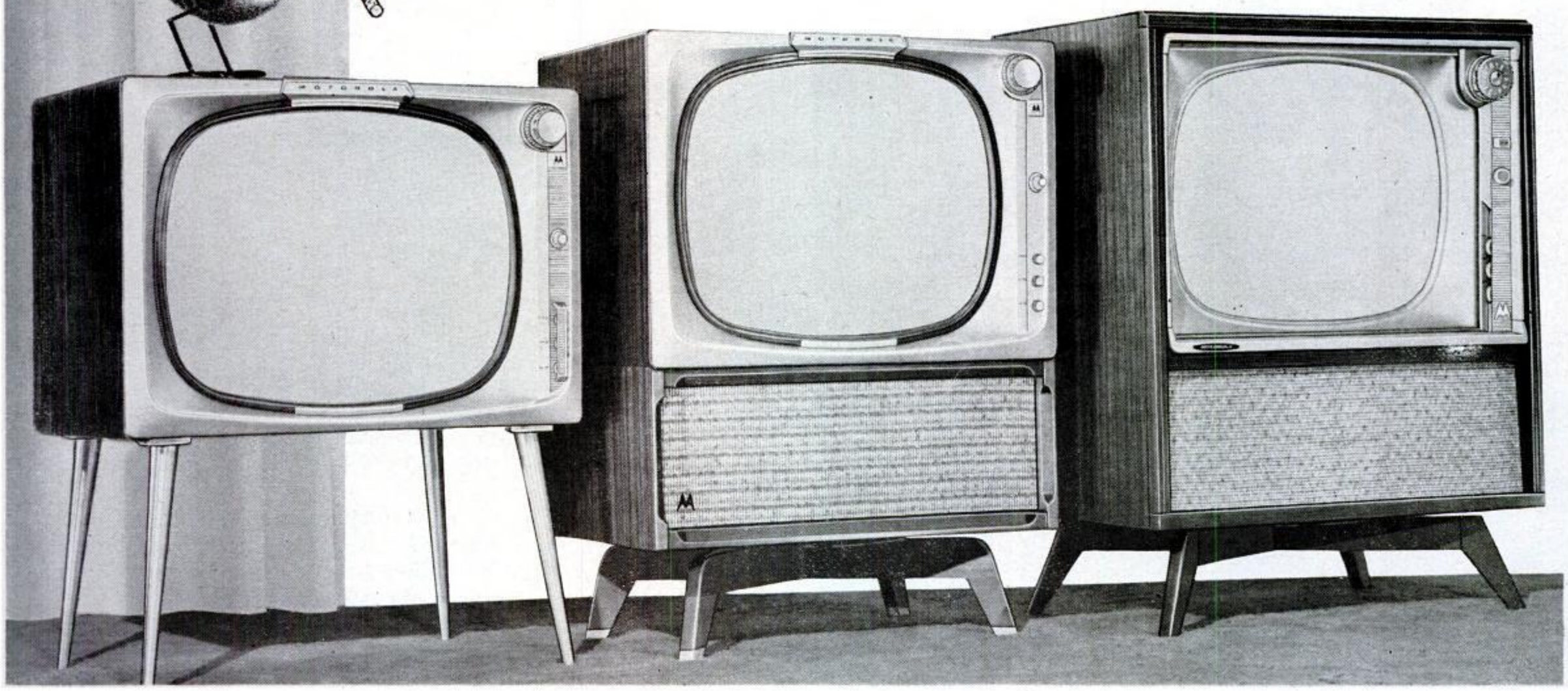
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the great teachings of his religious leaders and the brilliant insight of his poets. But many of his everyday opinions about himself were mutually contradictory and most of them were pessimistic about the possibility of basic change. It was taken for granted that many men were doomed to be unhappy, at least much of the time, and that some were hopelessly eccentric.

A NOTE OF ACKNOWLEDGMENT

In preparing its series on psychology which began in the issue of Jan 7, LIFE has received valuable and extensive counsel from Dr. Fredrick C. Redlich, psychoanalyst and Chairman of the Department of Psychiatry at the Yale University School of Medicine, and Dr. Clifford T. Morgan, author of the new standard textbook, *Introduction to Psychology*. LIFE is also indebted to the great many psychologists, psychiatrists and psychoanalysts who contributed guidance and information.

The world, alas, has not yet changed a great deal. But we already know a great deal about ourselves, and we are learning much more. The psychologist and the psychiatrist, with their fresh approach to human nature, do not take for granted that people are just naturally prone to prejudice and conflict. They are not willing to concede that some of us are born casualties, that the "nervous breakdown" is inevitable, that one man and woman out of 10 will need care in a mental hospital.

Scientists are busy learning new facts about the brain and its chemistry, and pharmacologists are hard at work seeking new miracle drugs for the mind—and who knows what they may come up with? The various psychotherapists are hard at work trying to refine and simplify what is still the best method yet found, regardless of its disadvantages, for understanding and relieving our emotional problems. The psychologists are hard at work testing every assumption of the analysts and many assumptions of their own, and adding every day to the body of known fact about human behavior.

Thanks to the men of the new science, we now know more than any previous generation of mankind about the human senses, human learning and human intelligence. We know a good deal about our motives and our conflicts. Our treatment of the psychologically ill is infinitely more humane and effective than ever before. Even those of us who never took a course in psychology and never saw a psychoanalyst in the flesh are probably a little happier—a little more understanding to our wives and children, a little kinder to our associates, a little less given to superstition and prejudice about human nature. All of us, even the myriads among us who have emotional problems ranging from the light to the serious, have far more hope for the future.



HAPPY FORMER PATIENT completes a periodic check-up with a staff psychiatrist (*right*) at New York State's Manhattan After-Care Clinic. She spent three and a half years in a mental hospital suffering from involutional melancholia (an affliction occurring among middle-aged women) and was finally treated successfully with the new tranquilizing drug, chlorpromazine.

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A meatless dish that rings the dinner bell!



Shellfish in a subtle, velvety sauce, cradled in a bed of macaroni or noodles . . . served bubbling hot as the wonderful flavors mingle! It's a joy to eat and, oh, so easy to make!

The heart of this fabulous dish is Ann Page Macaroni or Noodles. They cook to fork tenderness, absorb and blend flavors perfectly . . . make food go farther. And they cost LESS!





Only 38¢ a serving†

SHELLFISH SORRENTO

8 oz. ANN PAGE ELBOW MACARONI
*2 10½ oz. cans Cream of Mushroom Soup
1 cup milk
*1 6½ oz. can crabmeat
*1 5 oz. can shrimp
¼ cup diced pimiento
1 3 oz. can sliced mushrooms
1 tsp. garlic salt
⅛ tsp. cayenne pepper
1 cup grated parmesan cheese
2 Tbsp. butter

Cook and drain macaroni. Heat soup and milk until bubbly. Add macaroni, shellfish, pimiento, mushrooms, seasonings and ½ cup of cheese. Spoon into six individual baking dishes. Sprinkle with remaining cheese. Dot with butter. Place under broiler, until top is golden brown.

*A 10½ oz. can of Frozen Cream of Shrimp Soup and a 10½ oz. can of Frozen Clam Chowder may be substituted.

†*Cost based on A&P Super Market prices at press time.*

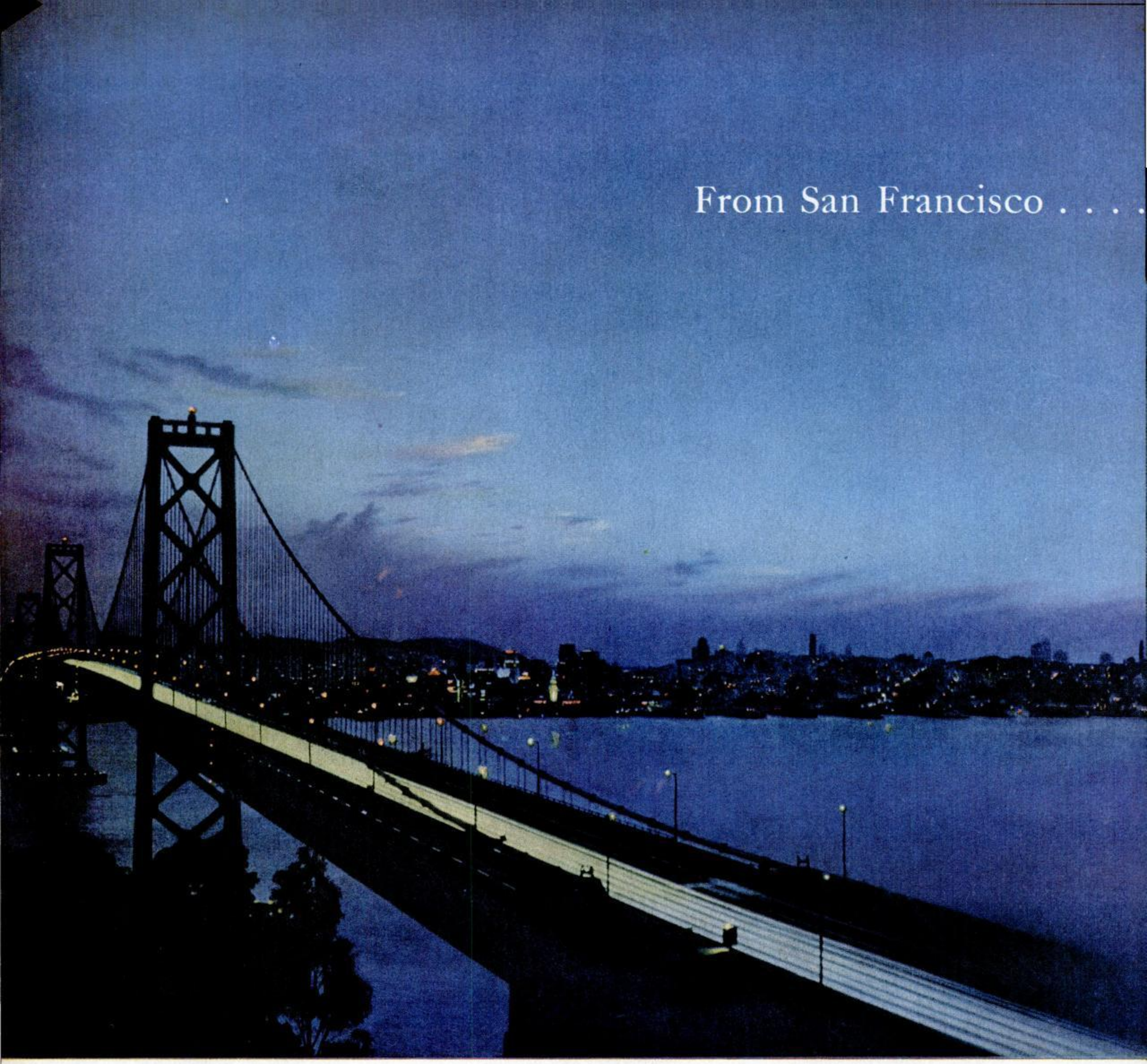
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FRESH FROM Kellogg's OF BATTLE CREEK



This is the cereal people run out of most often. Don't be caught without a spare at your house.

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Young Society's Taskmaster

A STERN TEACHER OF THE HIGHBORN DRILLS THEM IN DANCE AND DECORUM

Like the scene over which he presides, William de Rham, the ramrod-stiff figure in the picture above, seems to be of another age. But to the children perched on chairs in their vintage party clothes he is very much a present part of their lives, the stern taskmaster who teaches them how to be graceful ladies and gentlemen. From Newport to Palm Beach, De Rham is *the* dancing master extraordinary, inheritor of a tradition of dancing masters that goes back for five centuries. He teaches some 1,400 offspring of the rich and famous, tiny wearers of such great names as Astor and Hearst, Whitney and Baker, Ford and Chrysler. A voice crying, and at times howling, in the wilderness for a return to courtly manners, he mourns the passing of the private ballroom, proper standards of behavior and the days when a scandalized headwaiter would have asked a poor dancer to leave the floor.

CONTINUED

Photographed for LIFE by YALE JOEL

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"I WISH YOU WOULD LOOK HAPPIER. THIS IS NOT TOO SERIOUS," DE RHAM SNAPS AT A WISTFULLY TWIRLING GIRL IN ONE OF HIS CLASSES. "I SEE THAT

With shout and shrewd rebuke he keeps students on best behavior

Like a drillmaster in a barracks square, De Rham disciplines his classes of apprentice ladies and gentlemen. Teaching the intricacies of the ballroom to small children is a temper-testing task and often De Rham's temper fails the test. But through sheer will power he little by little wins first a grudging respect from them and then the awed liking a good football coach gets from his team. Occasionally he teaches some advanced steps such as Viennese waltz steps and the tango cross-step. But he concentrates on the endless repetition of basic steps until his young pupils can move well balanced and rhythmically to any dance music. He teaches them how to behave properly at a dance. And his voice comes ceaselessly into their little ears in such commands as those heading the captions on these and the following pages.



'You are allowed to breathe'

DE RHAM, looking perturbed because a class seems a little timid and tense, pleads with them, "You are all holding your breath. Please dance relaxed."

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THE GIRLS ARE NOT ANY BETTER THAN THE BOYS, NONE WHATEVER"



'Now do not forget what I've been telling you'

As a waltz is about to begin, De Rham confronts one couple, taps girl on shoulder and warns her to listen to music. "Girls," he says to her, "must never take a step ahead of boys. One second too soon and you are a back-seat driver."



'I must point out that you are not paying attention'

Requiring cooperation from the high-spirited youngsters, De Rham insists on prompt obedience. He can often be heard commanding, "Quiet! No more talking! I do not want any more talking today. We must not make any noise."



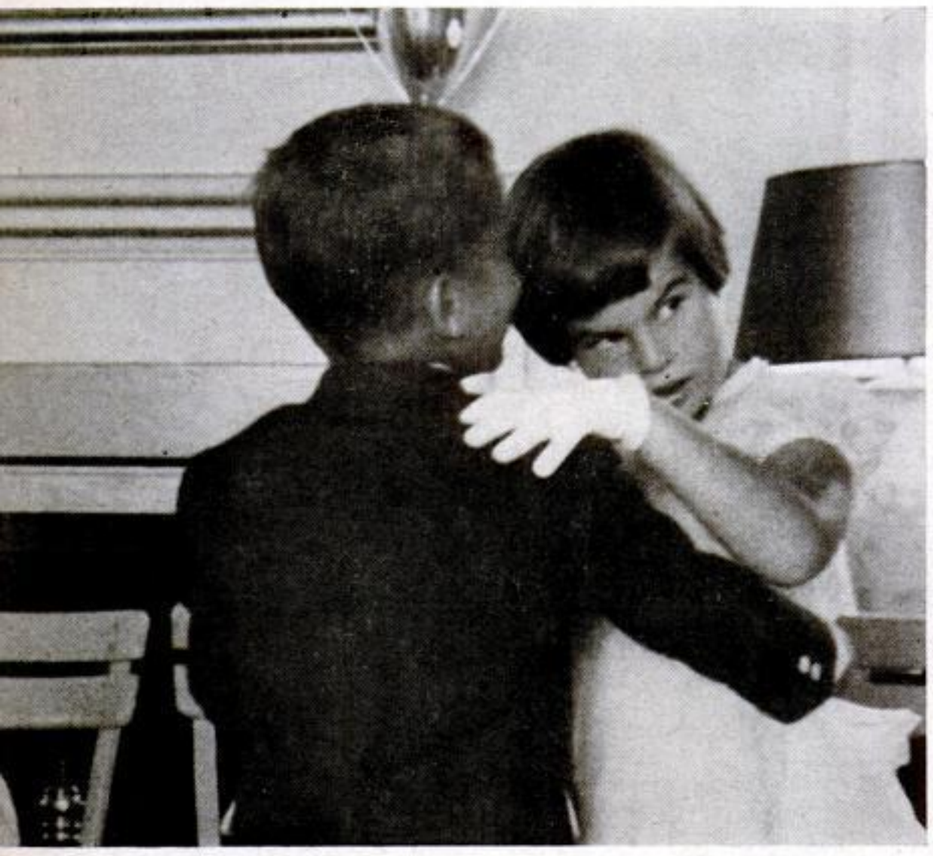
'Back, back, face and side together. Oh, I have ulcers'

Roaring that they had forgotten their steps, De Rham tells his pupils that they can expect no prizes. Later, when he ordered a change of partners and they hesitated for a moment, he remarked, "I am not asking you to change wives."

CONTINUED 95

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Long practice in basic techniques...



'Do not turn your head'

A HEAD-BOBBING girl, says De Rham, drives a man crazy. If she cannot look over her partner's shoulder she should be still and pretend to look through it.



'Keep arms high, elbows out'

BECAUSE the boy needs elbow room to keep his balance, De Rham crusades against the widespread habit that girls have of leaning on their partners.



'These are shoulder blades'

DE RHAM, who is very particular about correct posture, tells a girl dancer to stand up straighter and keep her shoulders parallel to those of her partner.





'Get the beat, get the beat'

CLAPPING hands to set youngster stepping in time to music, De Rham advises, "If you do not get it you will make some good woman unhappy one day."

. . . is De Rham formula for perfection

← **'Come forward, come forward'**

DE RHAM has a student show how girls must lean forward and bend their knees, walking forward on outsides of their feet and backward on their big toes.

'Shorten your steps'

YOU are doing all right, son, but you must shorten your steps," De Rham tells a boy and demonstrates. "Move not just your feet but your whole body."

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'Let us have a little liveliness in this class'

WITH Mrs. de Rham, an expert teacher who sometimes handles his classes alone, De Rham leads class in *La Raspa*, a gay and rollicking romp from Mexico used to bring some excitement to long periods of dull drill in the basic steps.





'We are going to learn a game and have some fun'

TO stir up small fry, De Rham (*above*) sets them hopping in pairs (*right*) across carpet. Anyone caught on carpet when music stops is out of the game and the results are wild pile-ups (*far right*) on the floor and screams of joy.

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Some romps for relaxation ease the tensions



'Now here is a game that will make you move fast' →

ANOTHER frolic designed to inject fun is knee dance. When the music stops, the boy drops to one knee and the girl sits down as quickly as she can on the other. Laggard pupils are told, "You are too slow. Do not kneel there in prayer."







CONTINUED

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'Boys on the left, girls on the right; you know that'

WITH one of the parents, Mrs. de Rham forms a receiving line for the practicing youngsters. Girls are expected to walk a step ahead, shake hands and curtsy. Boys bring their heels together and bow. In difficult moments like these a whispered word of encouragement from Mrs. de Rham helps a lot.



'We've got to have discipline here'

AN accusing finger points at a little boy who has goofed indeed. Thoughtlessly he has left his girl standing forlorn and alone on the big dance floor.

Lessons in dress, deportment help make them ready for ballroom

Willy de Rham must step lively himself. His pupils, who attend only by invitation of a select committee, are widespread. So from October to March he teaches at exclusive clubs. On Mondays he is in Connecticut, Tuesdays in Philadelphia, Wednesdays and Thursdays in New York, Fridays on Long Island, Saturdays in New York again. From March to May he is in Palm Beach and in summer at Southampton, Newport and Tuxedo Park. Everywhere he keeps up his crusade for old standards—as told in detail on following pages.



'Shine your shoes the day of the party, not the week before'

WHILE De Rham passes approval on boys' shoes, behind his back a crisis is developing that will enrage him. Girls, he believes, should never, never cross their knees. Later, when he saw another girl with knees crossed, he turned on the offender: "Do you practice yogi at all? Then sit up like a lady."



'Keep hands out of your pockets'

IN horror De Rham turns from a little social rebel who stands hands in his pockets, compounding the error of having come to class wearing saddle shoes.

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'You are grown up. Be gentlemen and ladies'

END product of De Rham's training is a ballroom full of young couples having a good time, relaxed and confident and dancing gracefully. His more advanced classes, like this one, no longer resemble drill fields but really look like parties.

CONTINUED 101

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YOUNG DE RHAM, dressed like Valentino, gave tango exhibition at debutante ball in '20s with Eleanor Pettinos. This was start of his dancing career.

Man of manners is given to blunt talk

by CLEVELAND AMORY

FOR at least five centuries dancing masters have been forbidding figures. Beginning with the 15th Century Italians, Guglielmo Ebreo and Antonio Cornazano, and continuing through the 19th Century's Henri Cellarius of Paris, Allen Dodworth of New York and Lorenzo Papanti of Boston, they have been by tradition high-handed and fiery-tempered. Neither ladies' men nor men's men, they have been manners men, as devoted to discipline and decorum as to the dance itself. And, if they have rarely been pictured smiling, they have had, through what to their eyes have been steadily degenerating generations, little to smile about.

William de Rham is no exception—except that his century is the 20th. In New York City a boys' school staged a sit-down strike against him. In Connecticut an entire baby class burst into tears before he even entered the ballroom. Once a girl bit him. But the remarkable thing about De Rham is not that he does have hard going. It is that he is going at all. The fact is, he is going strong. A man to the manners born—"De Rhams are De Rhams," he is fond of saying—he is an old-fashioned umpire in a modern dancing empire.

From the good gold days of the 1880s, when Ward McAllister first began picking out the "400," down to the present tense times, there have been a host of social figures who have achieved their eminence primarily through obsequious deference and kowtowing to the powers that be. What makes Mr. de Rham a social phenomenon is that his approach is, if anything, the exact opposite. He never kowtows. He rarely remembers even his "name" names and he refuses to answer complaining letters. "I never put anything on paper," he says.

Instead, he prefers to telephone his replies. To one mother who asked how her boy was doing, he asked, "Why? Have I been giving him hell?" Shocked, the mother stammered no. "Well,"

CONTINUED



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That's because the telephone is personal. It gives you the feeling of being together, not only during the call but for a long time afterwards, too. Telephoning is easy and the cost is small. Isn't there someone you'd like to call right now?

LONG DISTANCE RATES ARE LOW

For example:	Station-to-Station Calls: First Three Minutes	Each Added Minute
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These rates apply every night after 6 and all day Sunday. Add the 10% federal excise tax.

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"A superb creation for salads in the Continental style"



A golden, oil-and-vinegar dressing, seasoned with rare herbs, fresh spices, and a bright touch of garlic—that's new *Kraft Italian!* Fabulously good, and a wonderful mixer. Notice how it clings to the salad makings so every morsel is deliciously coated. Get a bottle of Kraft's new Italian Dressing right away. If you aren't already famous for your salads you will be soon!

Kraft Italian Dressing

snapped De Rham, "then he must be doing all right." When another mother began, "Today in modern education you do not . . ." De Rham interrupted. "*You* do not. *I* do. I am perfectly willing to listen to suggestions. I am not willing to listen to yapping." To a third, who asked him sarcastically if he had any poor children in his classes, he replied, "Yes. My child." And to a fourth, who asked what she should do when she found her 8-year-old son kissing a girl on the staircase, De Rham had no answer at all. "How should I know?" he said. "I never kissed a girl until I was 21."



DODWORTH founded New York's Academy in 1835, ran it for 50 years.

Born in Newport in 1901, De Rham has lived almost his entire life at the same Park Avenue apartment. He has two brothers as well as a sister who, at the age of 12, was once put off a Newport beach for not wearing stockings. De Rham, at the same age, was forbidden by his mother to look at a new dance called the turkey trot. "You must turn your head away," she said. "It's vulgar."

For a short time De Rham went to the late Dodworth's famous New York dancing "Academy" and was soon known as New York's best waltzer. He was none too successful in other lines—he tried automobiles, insurance and aircraft—until World War II. At that time the movie comedienne ZaSu Pitts—"I used to know a lot of those people in those days," he says—asked him to find a rumba teacher for her teen-age daughter. Unable to find a suitable Cuban, he decided to teach her himself. He soon had other pupils and, after one unsuccessful marriage, a new wife, Vera Chapin. A former ballerina and ex-Powers model who had been teaching at Miss Ferguson's Dancing Class in Boston, Miss Chapin was De Rham's teaching assistant for some years before their marriage. To the children in his classes, who regarded her as a friend at Court, the wedding announcement was sad news. "Gosh," said one, "now there'll be two on his side." Last year, when De Rham was ill for some months, his wife, together with his pianist Buddy Koss, successfully opened his new classes in Philadelphia without him—and this despite the warning of a Main Line parent that "the De Rham name means nothing in Philadelphia."

Today the De Rham name means something throughout eastern Society. De Rham frankly prepares his boys and girls for debutante parties, and even his 3-year-old pupils are taught how to come into a ballroom and go through a receiving line. At his recent series of Christmas parties for all classes he gave a strict parting speech: "You will soon be going out to dance with children who have had one easy lesson at home or no lesson at all someplace else. Well, you're not to copy them. You are to set examples, not copy every Tom, Dick and Harry. And you don't go to a party unless you are asked. You don't go on the assumption that your hostess forgot to ask you, and you don't accept a third-hand invitation. I remember when debutante parties first had checkers at the door and people were horrified. A lot of boys who went to Groton and St. Mark's and St. Paul's thought it was smart to crash parties. Well, it's not. It's not being a gentleman, and gentlemen don't do it whether gentlemen do it or not."



PAPANTI taught dancing to the society children of Boston from 1836 to1872.

Such talks are an integral part of Mr. de Rham's old school try, and most of them are delivered hardly less for the benefit of the children than for their parents, many of whom regularly watch in the corridors and doorways outside the ballrooms.

"I am not going to ask you if you want to learn to dance," he recently told a group of new boys. "There's been entirely too much

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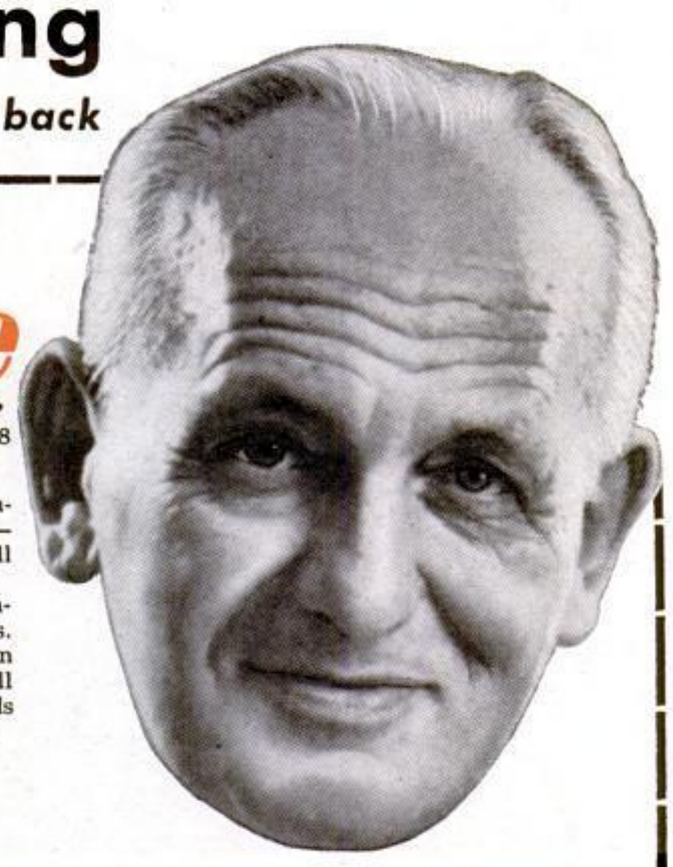
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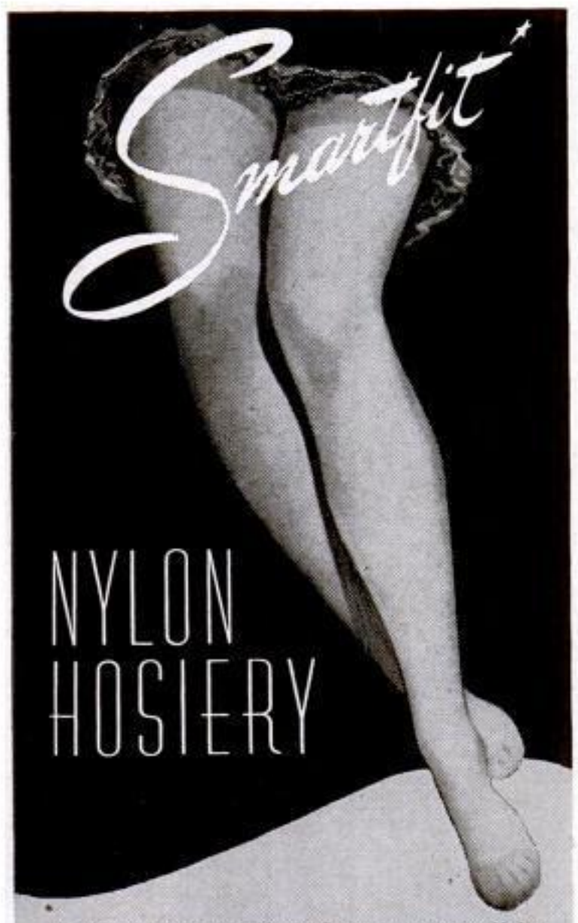
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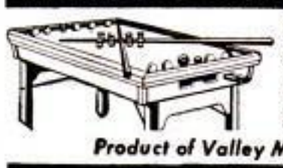
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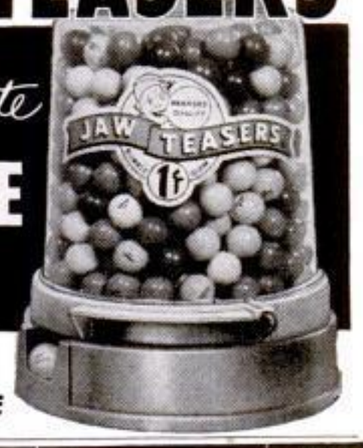
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of that lately. I am telling you you are going to learn to dance. But the first thing you are going to learn to do is sit. Unfortunately none of you are ever spanked any more, but you may have a rough idea of where your *derrières* are. Well, you sit on them, you do not sprawl. You sit still and you sit straight and you sit up. And then I want you to get up and bow and ask a girl if she will have the pleasure of this dance with you. Remember, you're not telling her, you're asking her, and in spite of what your parents may have told you, you are not God's gift to anyone, least of all her. And after the dance is over you take her to her seat and you sit beside her. And you don't leave her until she gets another partner or gets married."



A VANDERBILT, Lucille, attended De Rham's dancing classes as a subdeb.

This approach, too, is different. Most dancing classes have great difficulty in corralling enough boys, and once they have them they pamper them. De Rham has one boy per girl in every class. He makes only one concession to them. In contrast to many dancing masters, he was once a fair amateur athlete, and now he closely relates his dance instruction to sports movements and also constantly reminds his boys that there is nothing sissy about dancing.



A ROCKEFELLER, Mary, who is shown at recent coming-out party, was De Rham pupil at 11.

Not long ago he had a chance to prove this thesis. At the Piping Rock Club in Long Island a group of boys broke into open rebellion. They pelted De Rham with snowballs as he entered the club and let the air out of the tires of his car. Then, just as the class began, one of them turned off the main light switch, plunging the entire club in darkness. De Rham turned the lights back on, picked out the ringleader of the group and demanded everything that was in his pockets. The boy stood his ground. "Try and do it," he said. De Rham dove for a quick wrestling hold, came up with the boy and, holding him by his feet, shook from his pockets a water pistol, a beanshooter and a slingshot.

De Rham's new girls may think intuitively that because they are girls, they are going to be treated gently. But they, as well as their listening mothers, have another intuition coming:



A MacARTHUR, the general's son Arthur, won De Rham's gold-medal prize.

"I don't want you girls to snatch and pull at the boys," De Rham will say. "You'll get a boy all right—we've gone to a lot of trouble to get them for you—but you might as well learn right now what some of your parents have never learned, that you don't want the kind of boy you get by grabbing. But I don't want you hanging back and pretending you're shy either. Being shy is just being conceited. You think everyone is looking at you and thinking about you. Well, they're not. It's just your own silly self-importance which some of your silly self-important families have given you. Girls have no more dancing ability than boys. They just like to show off their dresses more. When you get up to dance, you surrender to the boy. I don't want to see a single girl leading a single step. If the boy's out of step, it's your job to be out of step with him. Leading is bossing and boys don't like being bossed

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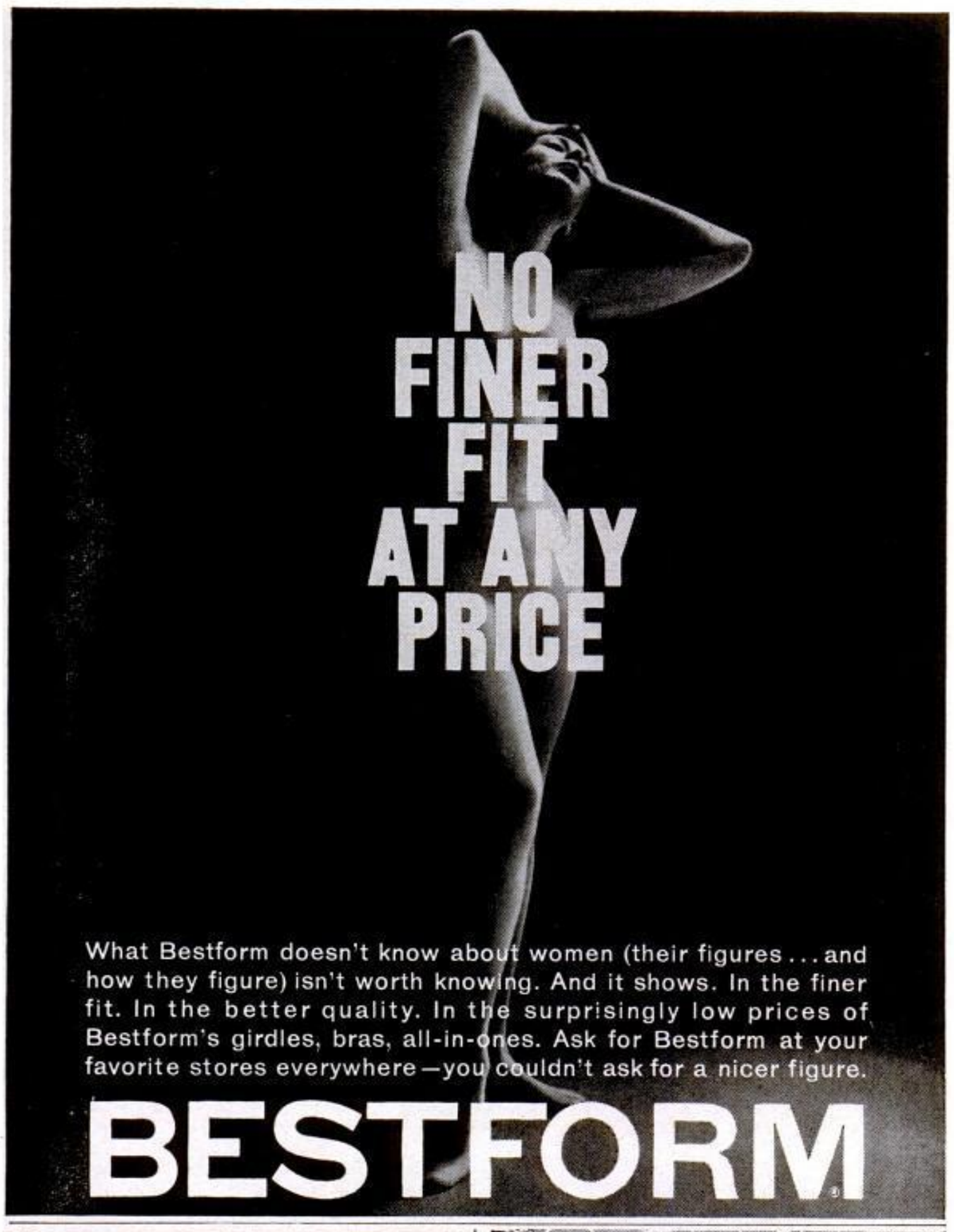
Result? You can take all the Bufferin you need (as directed on the package) to relieve the distress, the sore throat, the fever—all the painful miseries that accompany a cold.

Next time a cold strikes—start and stay with Bufferin!



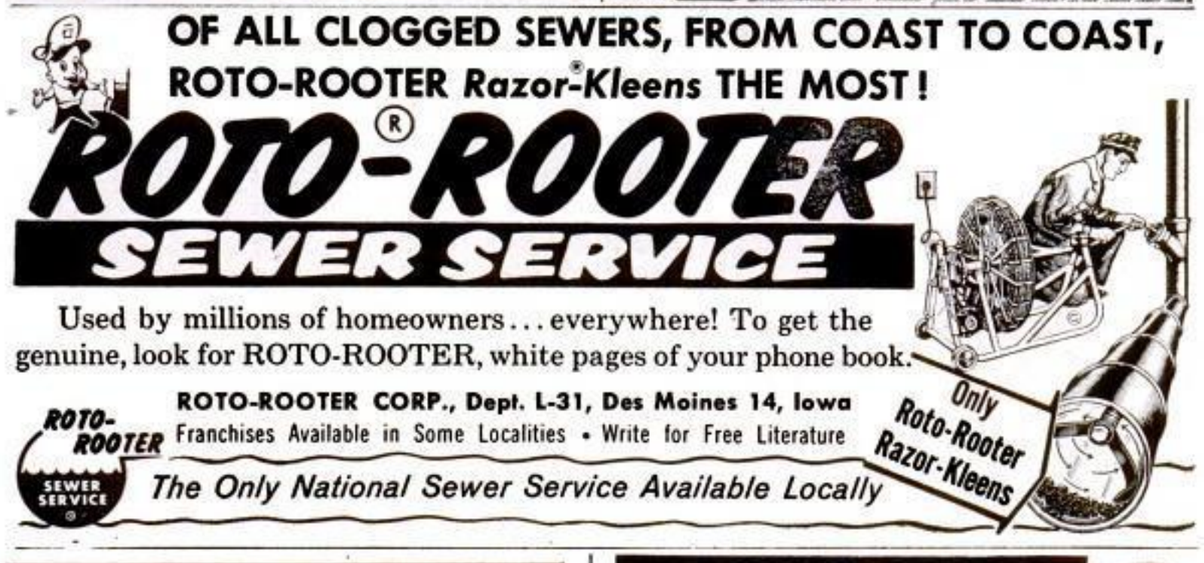
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SOCIETY'S TASKMASTER CONTINUED

any more than your fathers do, although your mothers have been doing it for generations."

Parents can expect anything from De Rham. "You send your children to me to teach them manners," he told one group in Connecticut. "Well, they won't have any better manners than you have." A few weeks ago, when a group of parents at New York's River Club made the mistake of casually wandering in and taking seats in the ballroom, De Rham—who permits parents in only on certain occasions—stopped the class entirely and turned on them.

"May I inquire," he asked, "who invited you? Since there are not enough chairs for both you and your children, I did not invite you, and since I happen to know your children do not like your looking at them, I very much doubt that they did."

Considering the parentage to whom Mr. de Rham is talking, this is strong stuff, and it is not surprising that occasionally a parent has taken him up on his punch line: "If you don't like the way I teach, you can take your child out of the class." He lost one 3-year-old young lady of Newport whose mother objected to his calling her "a woodenhead." On the other hand, he did not lose a slightly older young lady whose mother demanded that he apologize for saying her daughter looked like a horse. De Rham bridled. "I did not say anything about her looks," he said. "All girls look alike nowadays and they all wear their hair the same way and if they're ever going to get a boy they'd better learn to dance because they're never going to do it by their looks. What I said was that your daughter *danced* like a horse. My exact words were that she was to go back gracefully and not like a dray horse being backed into a stall."

More and more parents, who were at first shocked by De Rham, have come to recognize that their children are getting a kind of teaching from him that they do not get anywhere else and that if they don't get it from De Rham they will never get it.

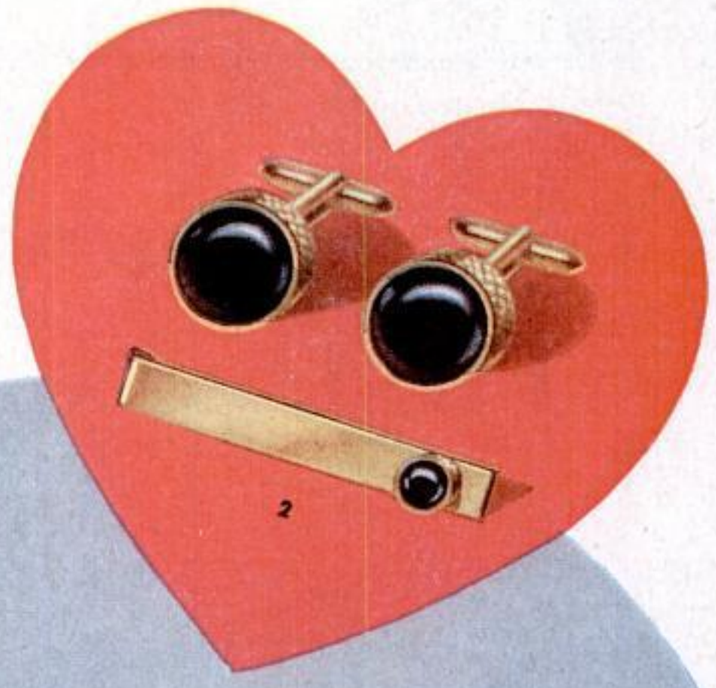
De Rham himself, summing up the whole dismal situation, feels that he is no tougher than the times have made it necessary for him to be. "In the old days," he says, "you had your private ballrooms and your public dance halls and you didn't try to mix them. Now you do. In the old days children used to dance with their parents in private homes. Now they dance by themselves and they never even see good dancing, let alone do it. What changed dancing was the 'name bands' playing slow. Instead of keeping high standards they let the public tell them what to do. As I tell my 2-year-old daughter—and she doesn't tell me—there is no such thing as a 'Society' fox trot. In fact there is no such thing *but* a 'Society' fox trot. Everything else is wrong."



FAVORITE PUPIL is De Rham's daughter Georgiana, 2, who goes to classes but is too young to follow his rules on how to sit.

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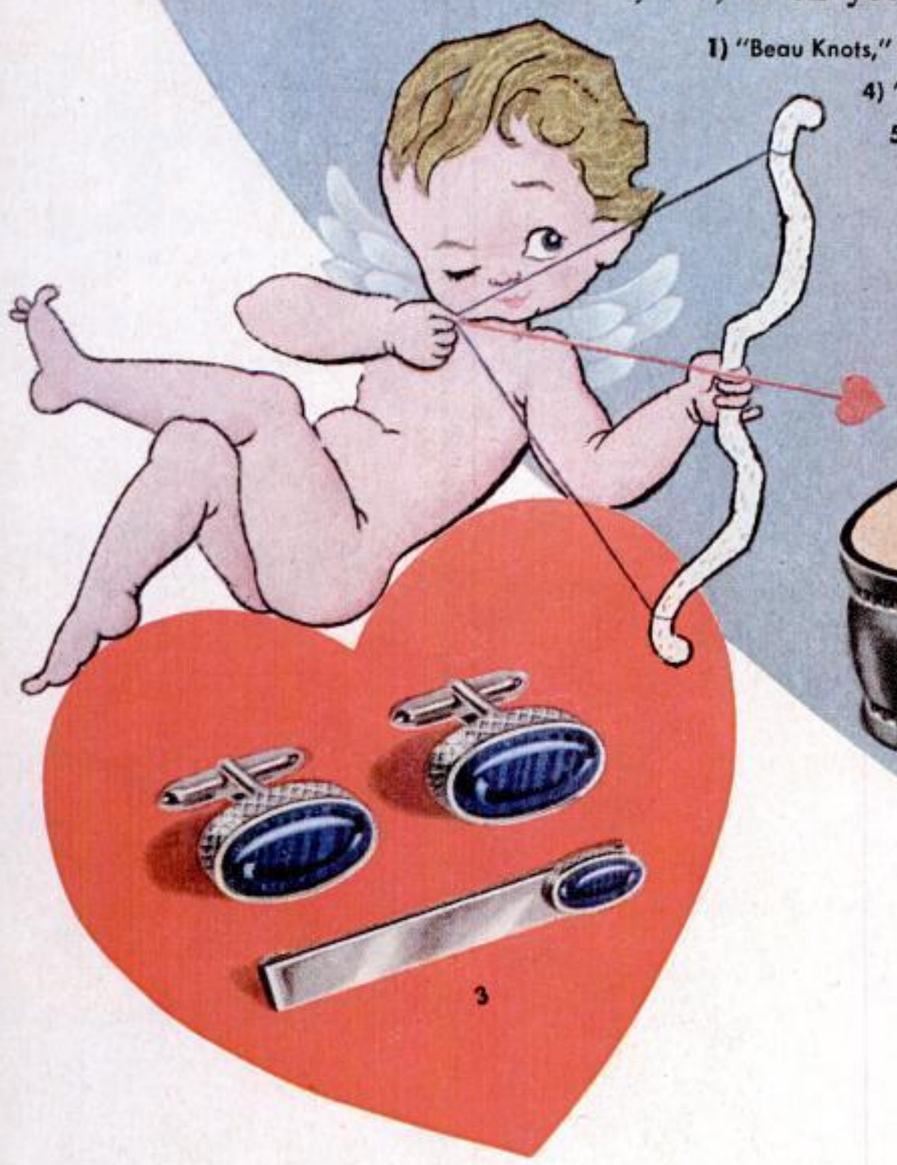


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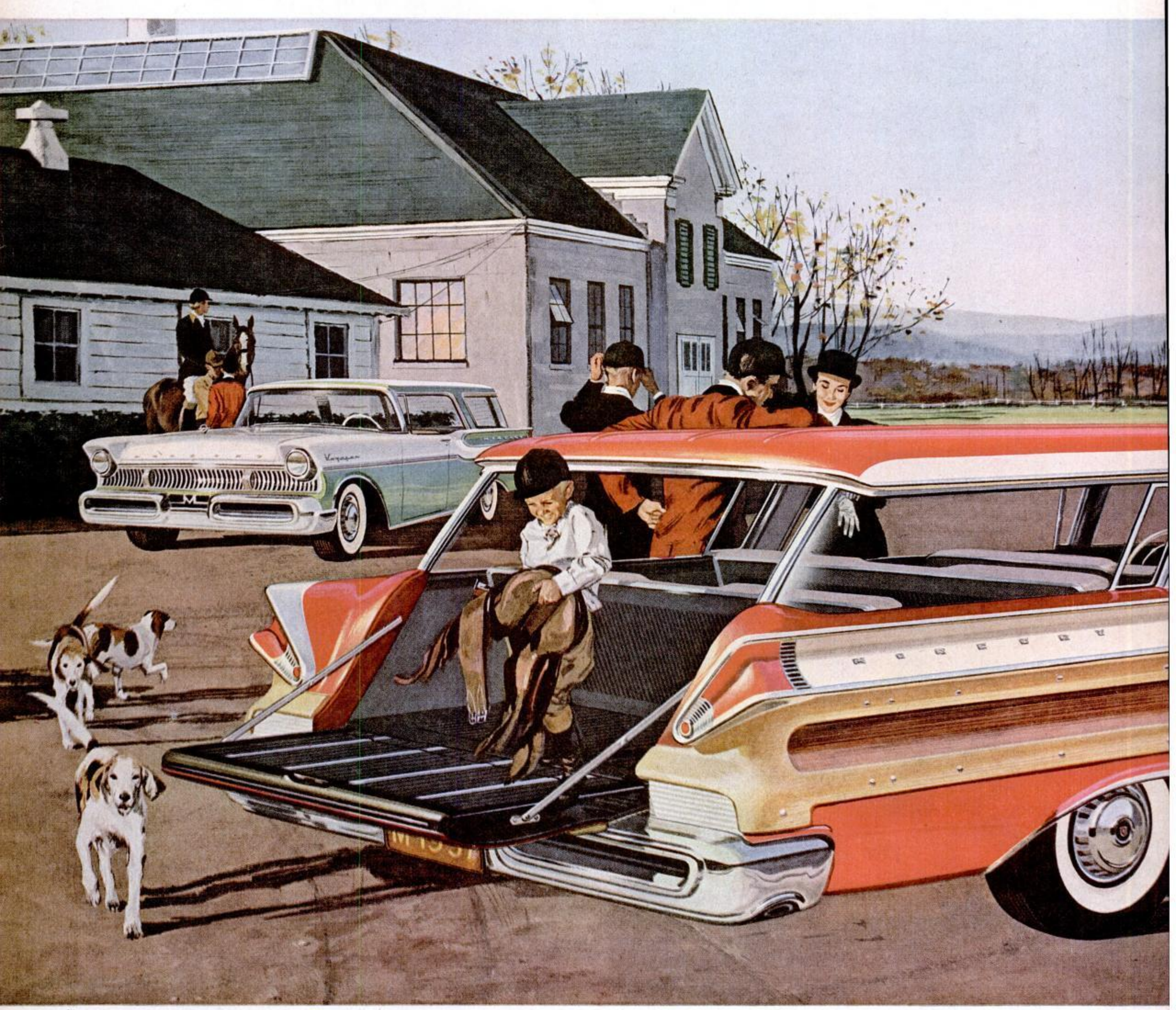


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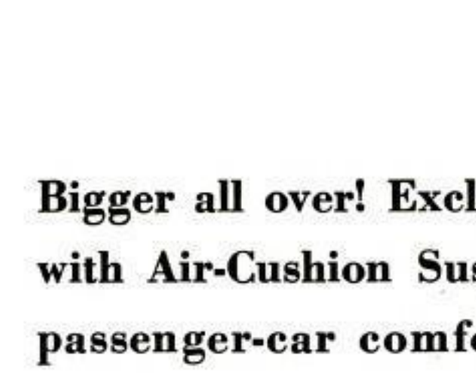
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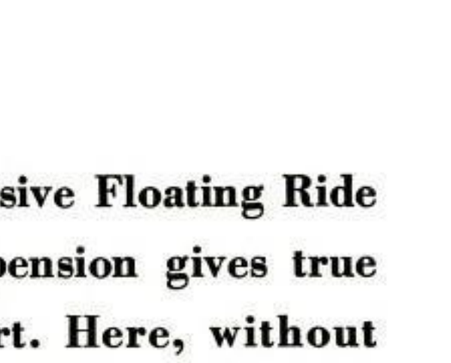
utton from the driver's seat. Mercury's new loading capacity is a giant 87.4 cubic feet.

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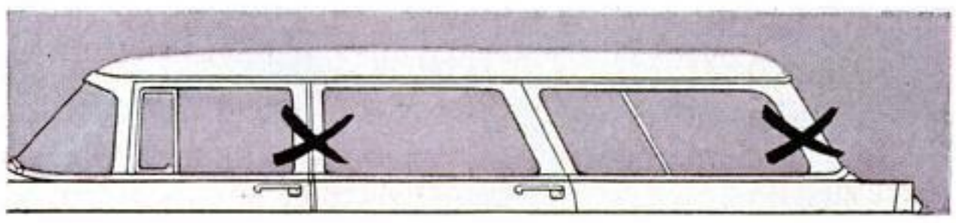


NEW BIG M STATION WAGON

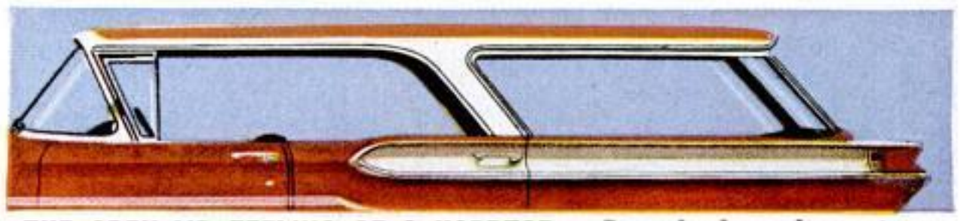


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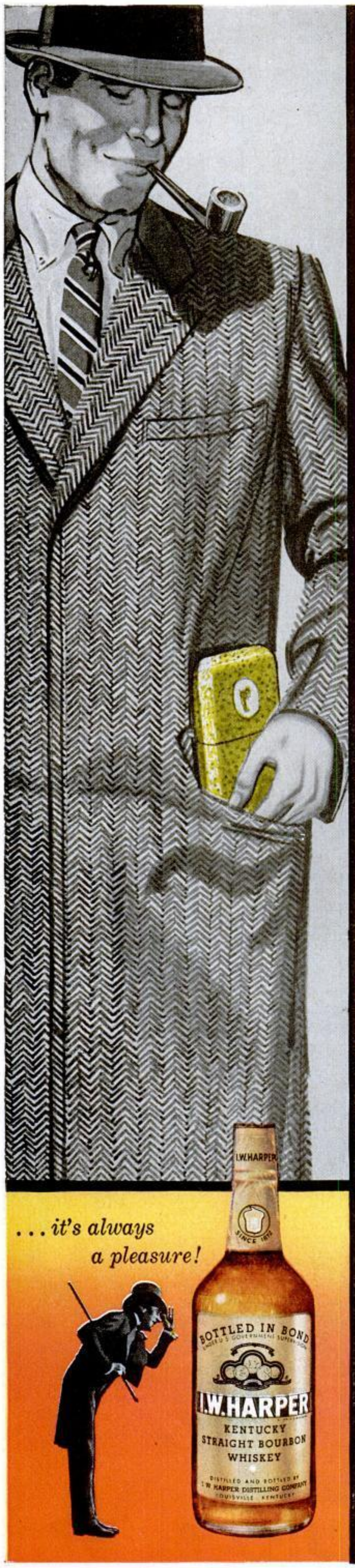
a 2-door 6-passenger and a 4-door 9-passenger model. The Commuter (top, right) is Mercury's lowest price value series. It is available in 3 models—2- or 4-door 6-passenger, and 4-door 9-passenger. We invite you to see these dream-car station wagons today. See *all* the news firsthand at your Mercury dealer's showroom.

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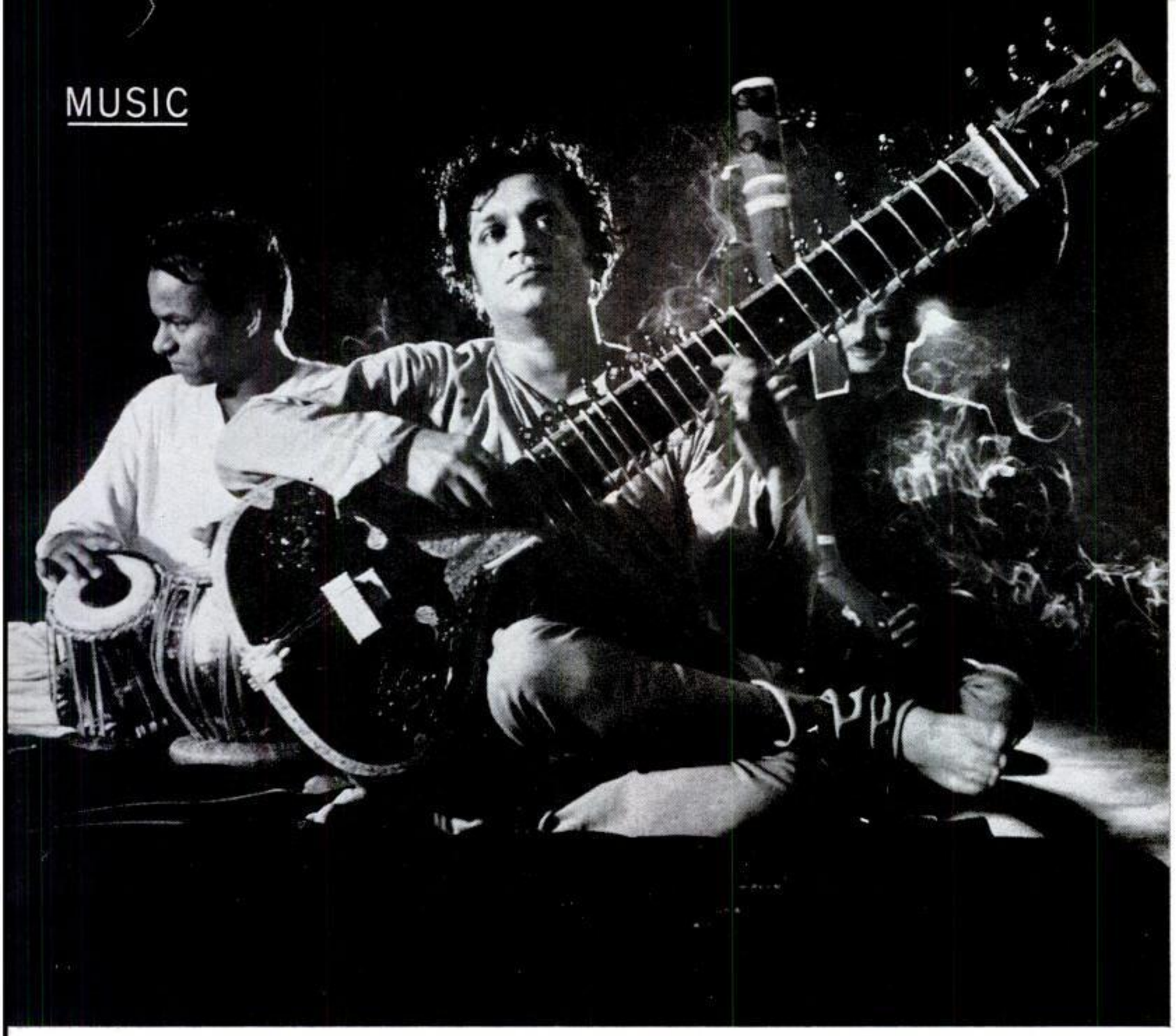
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AMID INCENSE SMOKE RAVI SHANKAR PLAYS HIS SITAR ACCOMPANIED BY THE TABLA (LEFT) AND TAMBOURA (RIGHT)

SITAR JAM SESSION

East and West have a musical fest of jazz and 'ragas'



The most popular stringed instrument in India is the sitar, which looks like an elongated guitar, and the best sitar player in India is Ravi Shankar. Now on tour in the U.S., Shankar with his sitar was guest of honor at a party for musicians and scholars given in New York by Jazz Historian Marshall Stearns. For part of the evening such jazz notables as Dizzy Gillespie and Willy the Lion Smith played for Shankar. For them he played his *ragas* (compositions) accompanied by tabla (drums) and tamboura (droning stringed instrument).

The jazz experts were deeply impressed by Shankar's *ragas*, because just as U.S. jazz has improvisational flights, his Eastern music improvises on traditional themes and rhythms. But though the *ragas* are far more complicated and refined than even the best Western jazz, Shankar said happily, "I love jazz. Its wild rhythm is so much like our Indian folk music."

DIZZY GILLESPIE cuts loose with his bebop trumpet in *Night in Tunisia* at a party which honored Ravi Shankar.



DELIGHTED INDIANS, Ravi (*left*) and tabla player Chatur Lal, hear Dizzy. "Imaginative," said Ravi.

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AN EPIC TALE OF A GUN

Drawings for LIFE
by DAVID FREDENTHAL



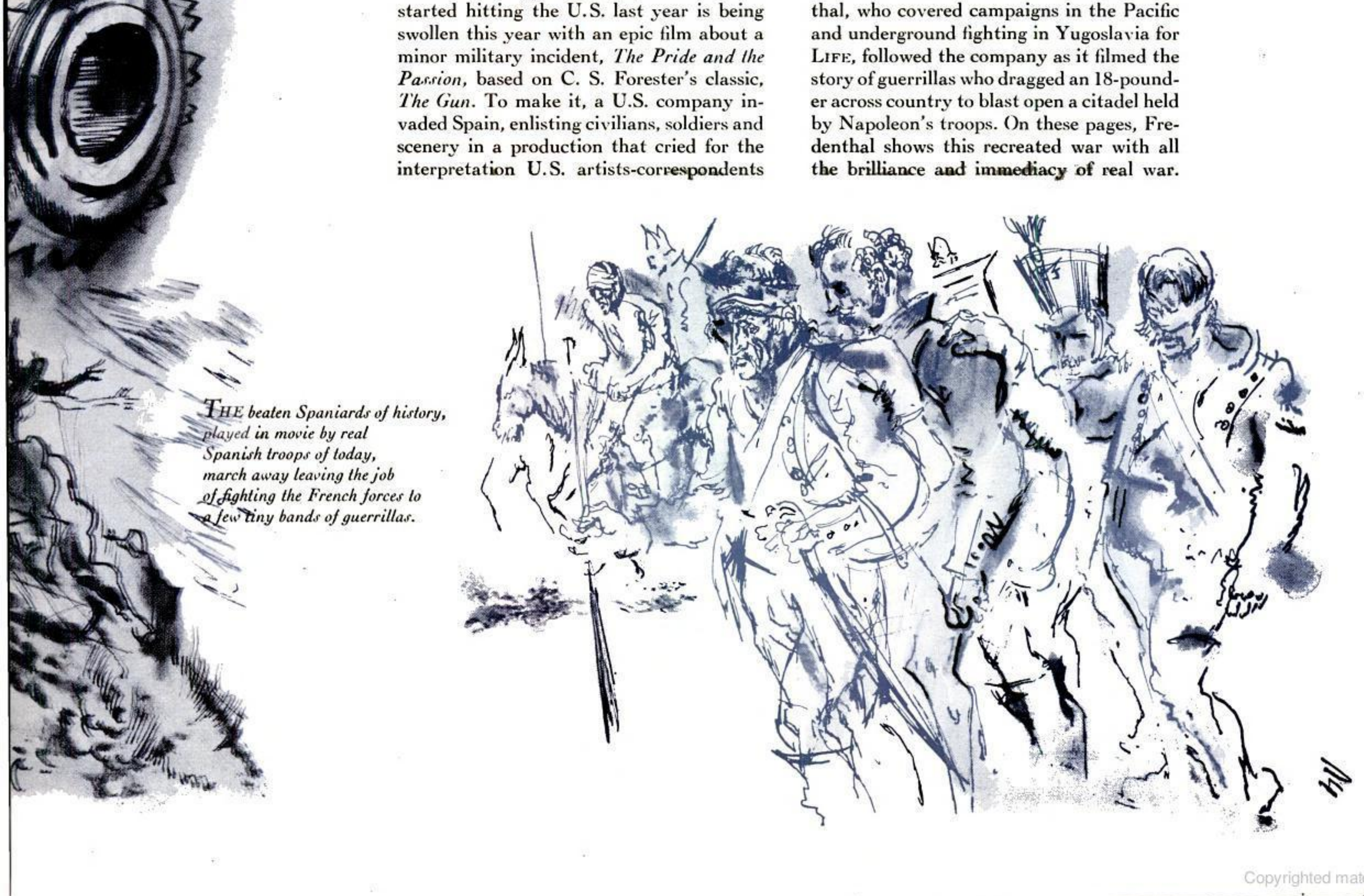
THE Spanish regulars, routed by Napoleon's army, abandon gun when it slows their retreat.

THE central figure in Pride and Passion, *a big gun that once proudly guarded a castle's gates, is here shown running away on a hill after the Spanish guerrillas take it over.*

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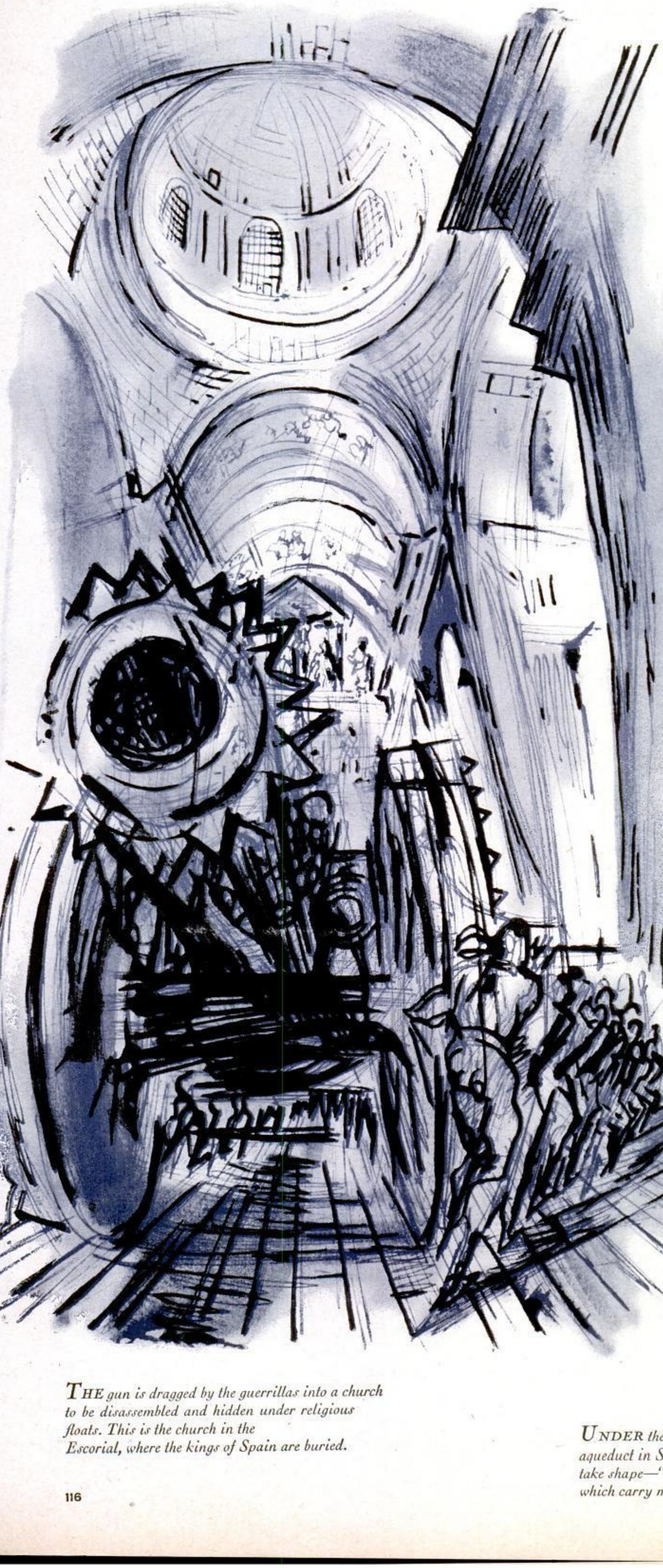
A famous artist of battles covers a movie conflict

THE flood of great movie spectacles which started hitting the U.S. last year is being swollen this year with an epic film about a minor military incident, *The Pride and the Passion*, based on C. S. Forester's classic, *The Gun*. To make it, a U.S. company invaded Spain, enlisting civilians, soldiers and scenery in a production that cried for the interpretation U.S. artists-correspondents gave World War II. Artist David Fredenthal, who covered campaigns in the Pacific and underground fighting in Yugoslavia for LIFE, followed the company as it filmed the story of guerrillas who dragged an 18-pounder across country to blast open a citadel held by Napoleon's troops. On these pages, Fredenthal shows this recreated war with all the brilliance and immediacy of real war.



THE beaten Spaniards of history, played in movie by real Spanish troops of today, march away leaving the job of fighting the French forces to a few tiny bands of guerrillas.

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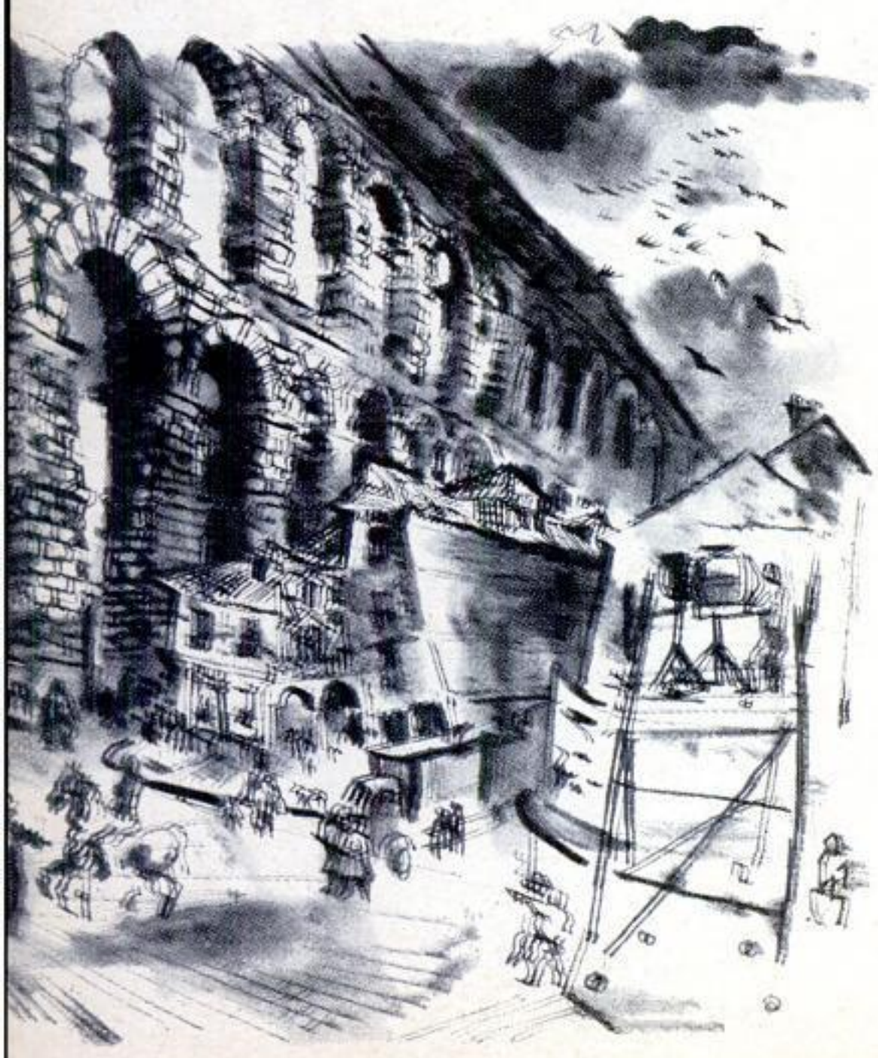
THE gun is dragged by the guerrillas into a church to be disassembled and hidden under religious floats. This is the church in the Escorial, where the kings of Spain are buried.



UNDER the ancient arches of the Roman aqueduct in Segovia, new and odd forms take shape—"parallels," scaffolds of pipes which carry movie cameras and lights.

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ESCORTED by hooded penitents who are chanting prayers, Segovia's Holy Week procession of floats carrying holy images crosses the city. Each part of the gun is hidden under a float.



The splendors of old Spain

THE struggles of the guerrillas had reflections in the troubles of the movie-makers who were led by Director-Producer Stanley Kramer. Ten months' negotiations were required before they were permitted to haul the cannon into the sacrosanct church of the Escorial. For the scene which Fredenthal depicts above, Segovia was persuaded to restage a Holy Week procession. The city closed up shop and went on fiesta. It rained. Segovia celebrated. A camera platform fell. Segovia still celebrated. Finally the procession was photographed. Segovia, a little hangoverish, went back to work.



A PRIEST sips wine and watches the movie-makers.

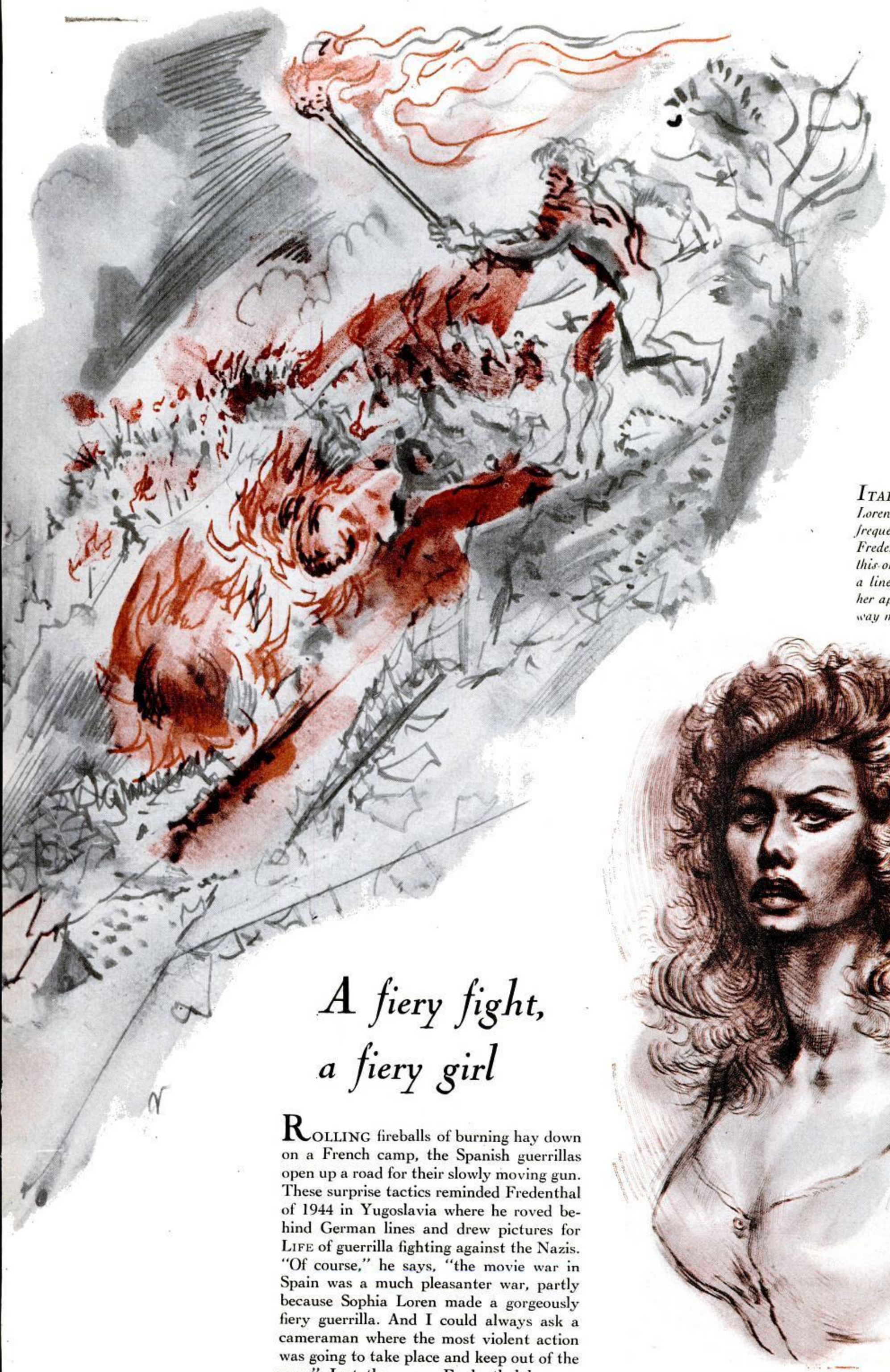
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LACKING arms and ammunition, the guerrillas used homemade weapons to attack the French. Fredenthal drew one such attack—flaming balls of hay being rolled down a hillside into the sleeping enemy encampment.

FREDENTHAL, a right-handed artist, sketched his left hand in a cast after it was broken in an automobile accident.

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ITALIAN Actress Sophia Loren, herself an artist, frequently corrected Fredenthal's sketches. On this one she changed a line or two, then laughed her approval: "That is the way my face goes."

A fiery fight, a fiery girl

ROLLING fireballs of burning hay down on a French camp, the Spanish guerrillas open up a road for their slowly moving gun. These surprise tactics reminded Fredenthal of 1944 in Yugoslavia where he roved behind German lines and drew pictures for LIFE of guerrilla fighting against the Nazis. "Of course," he says, "the movie war in Spain was a much pleasanter war, partly because Sophia Loren made a gorgeously fiery guerrilla. And I could always ask a cameraman where the most violent action was going to take place and keep out of the way." Just the same, Fredenthal became a movie war casualty when his jeep overturned and he broke a hand (*opposite page*).

CONTINUED

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Patriotism and love

OVER mountains and rivers and around French strongpoints the gun is moved to Avila by the guerrillas. Leading them are Miguel (Frank Sinatra), son of a shoemaker, and Juana (Sophia Loren), daughter of an official. Both are determined to blast into the walled city and kill its French commander. A British officer (Cary Grant) lends his expert knowledge of artillery to Miguel on the promise the gun will go to the British after Avila is taken—and the film moves into its stirring climax (*following pages*).



SOPHIA LOREN, Fredenthal found, was big, earthy but also graceful. He drew her (above) *dripping wet and dreamy as she emerged from a river and later* (left) *kissing Cary Grant.*





SINATRA'S lean and lined face, Fredenthal found, was comparatively easy to get right in a drawing. The movie actor greeted each successful sketch with pleased shouts.

THE gun's journey ends when Cary Grant as the British naval officer sets his match to the vent hole and the gun finally roars in wrath at the ancient walls of Avila.

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The storming of Avila, grand climax of the film, was inked in color by Fredenthal on the facing pages of his notebook. "I backed away three quarters of a mile and across a river," he said, "to get in the sweep and grandeur of it all." In this stirring scene, adorned by peaceful birds and flowers, 6,000 men and women, armed with everything from muskets to pitchforks, charge over a mile-long field and into a breach smashed in the city's walls by the big, booming gun.

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Maternity evening dress by Lanvin-Castillo. One of a series created for The Mennen Company by noted designers.

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To

Every Lady-in-Waiting

You will have

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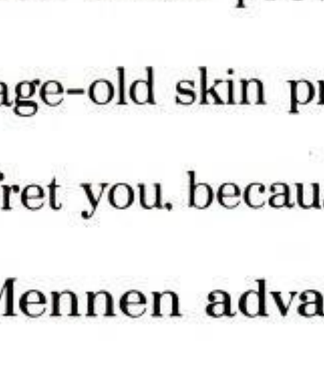
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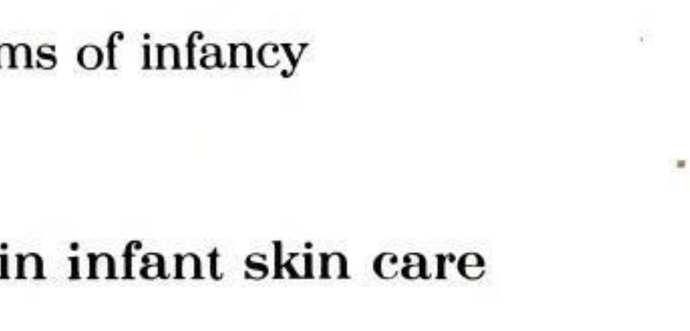
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BEFORE ITS SALE, A SPECTATOR ADMIRES DIAMOND NECKLACE WHICH CONSISTS OF 94 STONES MOUNTED ON CHAIN OF PLATINUM. IT WEIGHS 213.1 CARATS

Million-Dollar Sale of Great Gems

To get a good look at the fabulous diamond necklace above, 2,000 people climbed over velvet ropes and pushed past Pinkerton guards last week in New York's elegant Parke-Bernet Galleries. The 94-diamond bauble was up for auction as part of the estate of its late owner, Mrs. Mae Caldwell Manwaring Plant Hayward Rovensky. In 1916 Commodore Morton Plant, the second of Mrs. Rovensky's four husbands, bought her the necklace. He paid $750,000 for it and at the same time he made a swap with Cartier's, the jewelers, giving them his town house on Fifth Avenue and taking in exchange two pearl necklaces for his wife, worth more than $1 million.

These and a host of items, including a gold stop-watch and perfume bottles set with rubies, were auctioned. The pearls brought $151,000—their value has gone down sharply—plus $1,850 for a gold box in which the buyer took them home. The entire jewelry collection brought $1,122,865, and the diamond necklace alone sold for $385,000, the most ever paid in the U.S. for an item at auction.

SPECTATORS AND POSSIBLE BUYERS CROWD IN TO FINGER A COSTLY NECKLACE OF 55 MATCHED PEARLS. IT WAS LATER SOLD WITH ANOTHER STRAND FOR $151,000



CONTINUED

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First, you get relief from the pleasant tasting shell; later, when the shell has dissolved, your throat is bathed with the soothing, medicated syrup sealed inside.



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SO HANDY FOR POCKET, PURSE OR BEDSIDE



KEEPING SCORE, two ladies follow their catalogues listing the 167 lots in Mrs. Rovensky's gem collection as auctioneer on stand conducts the sale.



SHOWING SURPRISE, Mrs. Dorothy Strelsin gasps as the bidding for the $385,000 Rovensky diamond necklace rises steadily in bids of $5,000 each.

FASTER RELIEF for CHEST COLD Misery, MUSCLE PAIN



New formula Musterole now contains the amazing pain reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard. It speeds deeper "baked heat" comfort to aches of colds, local congestion and sore muscle pain. New Musterole also quickly eases aching back, strains. In 3 strengths: Regular, Extra Strong, Child's Mild. Save, buy large size tubes—today.

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Dress up dull spots in your home with magic, new SELF-ADHESIVE STIX — the Do-It-Yourself plastic decorating material that's so easy to apply! STIX is washable, waterproof and soil-resistant. 49¢ yard.



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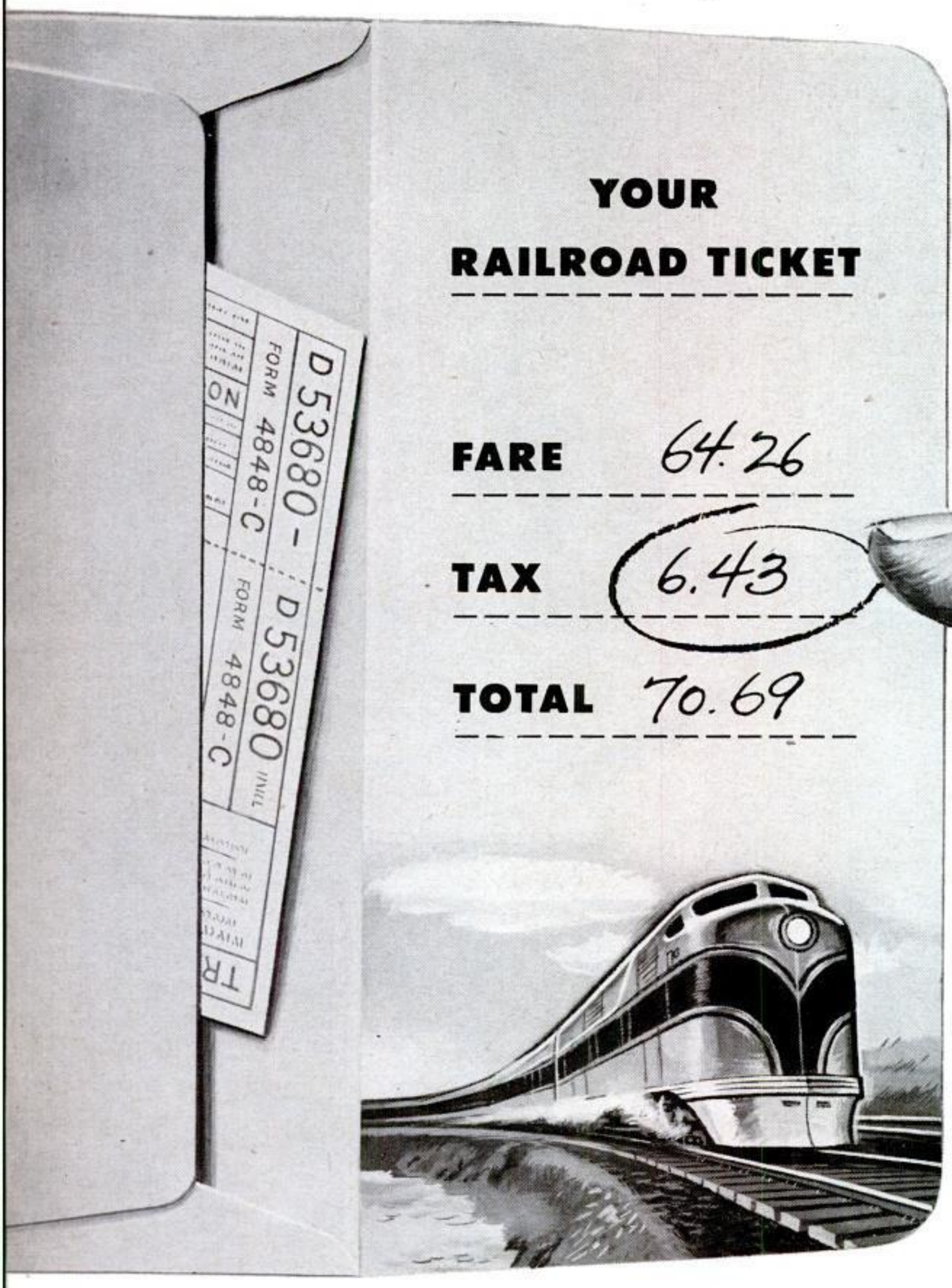
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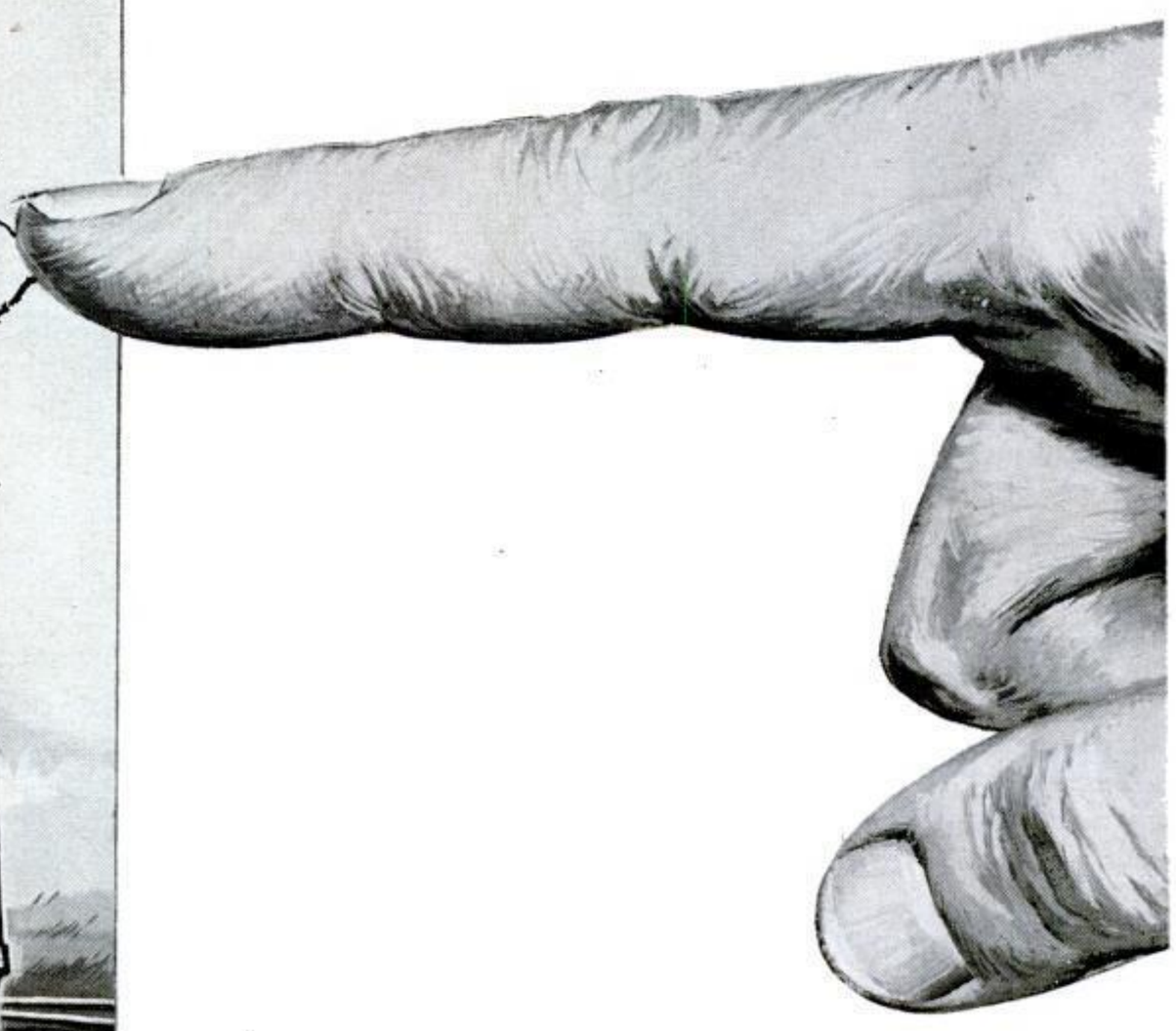
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You still pay these "temporary" wartime taxes

During World War II, Congress levied special taxes on the passenger fares and the freight charges paid to railroads and other forms of public for-hire transportation. One reason for these special taxes was to discourage the use of these transportation facilities in wartime.

The war ended more than ten years ago but these taxes go on – and on. They still add an extra 10 per cent to the passenger fares you pay, and they add 3 per cent to the freight charges on everything that moves by public carriers such as railroads.

The reason for these "temporary" wartime taxes vanished long ago. But they are still discouraging the use of our public transportation systems. And by so doing, these taxes are weakening our public carriers—essential to peacetime commerce and vital to national defense.

These discriminatory and burdensome taxes should be repealed – *now!*

ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON, D. C.

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CYCLOPS WITH A CINDER

Peering weakly through a magnifying contraption in a New York medical office, a man named Charles C. Mentzer underwent some urgent first aid. A cinder had lodged in his eye and he sought solace from Nurse Joan Ferris of a Life Extension Examiners clinic, who is called on for this act of mercy a dozen times a week. As she neatly extracted the irritant, a photographer who happened to be present took a picture of a man who not only felt like a Cyclops but also looked like one.

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